



Casey V. Holloway

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Creatively solution driven and technical minded professional extensive experience in graphic design, marketing, web front end, support graphics, and print using industry-standard software showing great attention to detail.

Expert in developing and designing on-brand solutions for clients/projects in line with overall marketing strategy, including ad campaigns digital and print, email marketing, social media marketing, support graphics, brand collateral, digital and print product line extensions, and specialty print solutions. Demonstrated ability to develop protocols, templates, and standards to guarantee delivery of all executions, campaigns, and products according to brand guidelines. Adept at directing the creative team through execution and production for final delivery of assets. Stellar record of preparing rough drafts and presenting ideas as well as developing graphics and deliverables in synchronization with clients' requirements and specifications.

Areas of Expertise

- Graphic Design & Illustration
- High Quality Deliverables
- Cross-Functional Collaboration
- Web & Social Media Support Graphics
- Packaging & Print Advertising
- Client Satisfaction & Retention
- Brand & Campaign Management
- Brand Awareness
- FDA Regulatory Compliance

Career Experience

OWNER, CVH STUDIO LLC, SAN ANTONIO, TX – 2015-PRESENT

Develop excellent quality designs as a freelance graphic designer by utilizing experience of over 20 years and deep understanding of technologies needed to complete a project's requirements. Ensure completion of projects within time and budgetary constraints by collaborating with consultants and vendors.

- Developed and maintained 20+ brands/sub-brands, including logos, packaging, collateral, and web support.
- Modified a number of food product lines to comply with new FDA nutritional regulations.

DESIGN PARTNER, NUVONIUM LLC, LAUREL SPRINGS, NJ/SUMMERVILLE, SC – 2012-2015

Used a variety of marketing tools, including web, e-commerce, social media, and print advertising and packaging. Assisted companies to engage with customers to increase sales and brand recognition. Personalized each project according to the client's needs. Accomplished all project requirements by coordinating with outside vendors and consultants. Conducted sales/marketing presentations and formulated thorough proposals. Manage all operational, strategic, financial, and administrative functions.

- Managed six client accounts contributing to 50% of Nuvonium's income.
- Cultivated and maintained trusting relationships with designers, vendors, and key clients.
- Identified and secured a number of significant client accounts with ongoing project requirements totaling nearly half of company's annual income.

ART DIRECTOR, JLDCREATIVE, CHERRY HILL, NJ – 2001-2012

Collaborated with team members to manage design projects from conception through completion as an entry level designer. Assumed leadership responsibilities and ensured achievement of all project criteria in coordination with vendors. Designed and produced computer-generated artwork for marketing and promotional materials with assistance of creative team. Contributed to production and quality control for multiple projects.

- Reduced production costs by improvising, creating, and implementing new template system for one client's monthly mailer.
- Promoted quickly to manage several individual accounts totaling more than \$100K each year.
- Assisted with organization of jldcreative's semi-annual networking event.

Education

Associate of Arts in Graphic Design, Art Institute of Philadelphia, PA

Technical Proficiency

Adobe CC: Illustrator • InDesign • Photoshop • Dimension • Acrobat | Microsoft Office | Project Management Aps | HTML & Email Building | Squarespace