

SCOTT S. HOLMAN

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www.scottholmancreative.com

PROFESSIONAL EXPERIENCE

10.2008–present

Holman Creative

- Projects include creative development and marketing strategy for corporations, small businesses, freelancers, non-profits and community groups comprised of
 - creative direction and concepting
 - website design and development including WordPress
 - html email design and development
 - design and development for promotional print materials and interactive documents
 - identity development
 - marketing strategy consultation
 - copy direction and editing

10.2007–10.2008

Jim Cox & Associates, New York/California Associate Creative Director

- Concept development and creative direction for
 - national and regional magazine, newspaper, and online advertising
 - collateral materials for both print and online
 - brand identities
- Maintaining client brand specifications and guidelines within projects
- Working directly with copy writers as well as occasional editing and writing copy
- Photoshoot direction and location scouting working directly with photographer
- Directing and overseeing junior designers, freelancers, production artists, and vendors
- Proofing production samples
- Photographer sourcing and model casting
- Advising/directing other art directors within the company
- Working closely with business/account managers on project management

04.2004–09.2007

AmeriCo Group, New York Senior Art Director

- Concept development and creative direction of all company marketing materials, including
 - promotional brochures, books, and sales presentations
 - branding/identity design for new products
 - hang tags, packaging, labeling, and advertising
 - point-of-purchase and tradeshow display
 - creating new and refreshing former stationary systems for company brands
 - developing websites
- Model casting and photoshoot direction for packaging/marketing campaigns
- Copy input and editing, and product/new company naming
- Supervision of junior designers, freelancers, and vendors
- Oversaw project production and proofing working with outside production managers
- Created workflow, proofing, and tracking system

02.2000–10.2003 (continued as freelance art director through 01.2004)

Integrated Marketing Partners, San Francisco Senior Art Director

- Executed integrated marketing B2B and B2C projects from initial concept development through final production for
 - print (brochures, advertisements, direct mail packages, promotional materials)
 - web (microsites, banners, Flash animations)
- Worked both independently and in collaboration with other art directors
- Involved in team brainstorming sessions on concept development
- Worked with copywriters and photographers on project execution
- Supervised and directed both staff and freelance designers and production artists
- Directed photoshoots
- Attended press checks (occasional travel)

CLIENT EXPERIENCE (partial list):

Orbitz, Heineken, TripAdvisor
Colonial Williamsburg, Ojai Valley
Inn, Sean John, Calvin Klein, Body
Glove, And1, Levi's, Cisco Systems,
Kodak (Silver ECHO and Ad Age SAM
awards), Intel, Wells Fargo Bank

EDUCATION:

Pacific Northwest College of Art,
Portland, Oregon—BFA

SOFTWARE:

Proficiency in Adobe CS;
experience with WordPress, CSS3,
html5, Keynote/Powerpoint

INTERESTS:

Skiing, hiking, weight training, art,
film, design, reading, cooking

References and portfolio
available on request.

Online portfolio selections
may be viewed at
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