

# GREGORY HOLLISTER

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## JOB TITLE

**GRAPHIC DESIGNER  
MARKETING SPECIALIST**

## SOFTWARE SKILLS

Expert Adobe Creative Cloud Suite:  
Photoshop, Illustrator, and Indesign  
Expert Quark Xpress and Corel Draw  
HTML5, CSS, SEO and  
WordPress Basic  
Basic UI, UX, Web Strategy,  
and Design  
Basic Adobe XD and Sketch 3

## TECHNICAL SKILLS

Brand Management with Establishing  
a Style Guide, Creative Direction  
Manage Vendor Accounts and  
Negotiate Contracts  
Brand Identity, Trademark and Logo  
Retail and Wholesale Marketing  
Design Research, Marketing Strategy  
and Project Management  
Sales Brochures, One Sheets, and  
New Product Bulletins  
Design Trade Show Booth, Collateral  
and Pre-show Advertisements  
Photo Retouching and Manipulation  
Point-of-Purchase, Rack Cards and  
Counter Displays  
Large Format Printing and Signs  
Technical Data Sheet and Instruction  
Manual Development  
Expert Print Design, PDF Workflow,  
Proofing and Color Separation  
Expert Digital Prepress, Image  
Setting, and Multi Page Layout

## EDUCATION

**ASSOCIATES, GRAPHIC DESIGN**  
Pikes Peak Community College

## PROFESSIONAL SUMMARY

Highly driven and customer-centric, creative leader with over 20 years of industry-specific experience, exceptional graphic design skills, and personal resourcefulness to develop project strategies. Delivering brilliant creative ideas and solving problems, especially under stress with little, or at times no direction, to conceptualize an idea and produce quality results.

## ACHIEVEMENTS

- Completed over 700 magazine ads for publication for companies such as Truck Trend, Coatings Pro, Guns & Ammo, and many others
- Constructed an interactive direct mail piece responsible for generating an 11% increase in leads and securing new account contracts
- Reduced the company's printing expenses by 50%, saving over \$12,000 in the first three months through, improving processes, negotiating costs, and building relationships with new vendors
- Successful in securing the renewal of Sony Green Partner Program for the environmental management of International Technoprint, Inc.

## EMPLOYMENT HISTORY

### SENIOR GRAPHIC DESIGNER

RHINO LININGS CORPORATION, SAN DIEGO, CA 01/2008 – 02/2020  
Industrial coatings and linings manufacturer, best known for sprayed-on truck bed linings and chemical manufacturing of polyurethane, polyaspartics, polyureas, epoxy, floor coatings and spray foam insulation.

- Achieved a record-high 408% response rate in leads with promotional campaign graphics
- Successfully produced branded, themed graphics and collateral for the Rhino Linings annual SEMA trade show booth, 11 years in a row
- Contributes as a valuable member to the marketing team by developing effective and engaging collateral designed to reach targeted demographics, drive new business, and gain revenue

### GRAPHIC DESIGNER

TROPICWEST GRAPHIC DESIGN STUDIO, SAN ANTONIO, TX 03/2007 – 01/2008  
Launched and grew graphic design studio, offering graphic design and services, including marketing products, printing and market strategy.

- Designed vehicle graphics for Cinco Solar's Sprinter Van which led to three new customer calls directly after leaving installation location
- Generated concepts for print and digital designs for various small businesses, with an emphasis on identity and marketing collateral
- Secured leads through networking and advertising, coordinated business operations, managed operational costs, and identified new business opportunities

### GRAPHIC DESIGNER / MANAGER

DESIGN INTERACTIONS, MODESTO, CA 02/2006 – 01/2007  
Full-service signs and graphics company producing large format graphics, retail signs and vehicle wraps.

- Delivered large format graphics for use in wrapping vehicles and trailers in a short schedule, fast-paced environment for up to five vehicles a day
- Boosted production 20% by streamlining graphics department workflow and organization
- Coordinate client meetings, analyze client goals, prepare content strategy, and maintain project budgets
- Led production team of three talented installers