



HOLLIE GARRISON

graphic designer / print production specialist / copy writer

holliegarrison.com
h@holliegarrison.com

ART DIRECTOR

Loyola University New Orleans | October 2015 – present

I was brought onto the Loyola Marketing + Communications design team just as an outside consulting firm was finishing their research and beginning to overhaul Loyola's admissions brand. This timing allowed me to help guide the redesign process and shape the final product. Since that initial collaboration, I have helped lead the evolution of that preliminary work into a full redesign of all university recruitment and fundraising materials.

- Redesigned major admissions materials under new branding, leading to a 36% decrease in "summer melt" and a 18% increase in enrollment for 2017-2018 over the previous year.
- Led award-winning, cover-to-cover redesign of *LOYNO* magazine
- Redesigned welcome/admission/visitor areas of Thomas Hall with inspirational and wayfinding signage, and transformed stairwell space of Miller Hall with floor-to-ceiling graphics.

SENIOR STUDIO DESIGNER

Peter Mayer Advertising | September 2011 – October 2014

I joined the Studio in 2011 as one of three people in a tiny room who resized ads and changed phone numbers all day long. Under the leadership of some incredible managers, I helped grow our department into the 12-member team responsible for servicing the photo, print, and digital needs of the agency's most visible, profitable, and demanding clients.

- Helped lead the team responsible for the layout, quality assurance, and delivery of over 250 individual files for a \$38 million national media buy with deliverables ranging from large-format environmental pieces to digital and print ads for publications including *Forbes*, *Fortune*, *WIRED*, and *The Wall Street Journal*
- Part of the round-the-clock crew that designed and executed a 300-page client presentation in both print and multimedia formats in under 48 hours
- Designed the highest-performing CenturyLink FSI of 2013: 0.7% response rate (average rate = 0.3%)

GRAPHIC DESIGNER

NakedPizza | September 2010 – June 2011

I was half of the HQ design team that created and enforced the Naked Pizza visual brand. In conjunction with Marketing, Strategy, and Interactive, we produced promotional kits and local market collateral for franchise locations both domestic and international.

- Designed and produced large-scale environmental graphics including menu walls, window clings, wall art, and back-of-house signage
- Designed printed local collateral materials including door hangers, direct mail, and print ads
- Designed packaging and promotional items including driver uniforms, T-shirts, and pizza boxes
- Enforced brand standards across all platforms and markets
- Wrote copy for social media posts and product descriptions

EDUCATION

UNIVERSITY OF LOUISIANA AT LAFAYETTE

Bachelor of Fine Arts, Graphic Design

2006 – 2009

NICHOLLS STATE UNIVERSITY

Bachelor of Arts, Public Relations
Cum Laude

2000 – 2004

SKILLS

Environmental Design
 Graphic Design
 Print Production
 Typography
 Adobe Creative Suite
 Copy Writing
 Corporate Identity
 Digital Video Editing
 Social Media Marketing
 Content Management

AWARDS

Silver ADDY

Regional Level 2017
LOYNO Magazine Summer 2016

EduADAWARDS: Merit

National Level 2017
LOYNO Magazine Summer 2016

Collegiate Advertising Awards: Silver

National Level 2017
External Publication, School 2001-5000 students
LOYNO Magazine Summer 2016

Gold + Silver ADDY

Local Level 2015
CenturyLink: Print Collateral

Best of Show + Gold ADDY

Local Level 2013
Mellow Mushroom: Bootleg Bacon Fest

Gold ADDY

Local Level 2013
CenturyLink: Print Collateral

Silver ADDY

Local Level 2011
Realtor Marketing: Bradley&Moreau

Silver Student ADDY

Regional Level 2009
Puppet Master website design

NSU Hall of Fame

Inductee – 2004

Who's Who Among American Colleges and Universities

2004, 2005