

MH

Marie Holloway

Professional overview

Experienced and highly creative, a conceptual hands-on professional with expertise in all areas of graphic design, art direction, digital media, photo direction, and project management. Strong modern design aesthetic with an emphasis on typography and layout. Experienced in leading teams in both the creative ad agency and corporate environments.

Work History

The MindGrill - Creative Director/Owner

Jupiter, FL

02/2017 - Current

- Creative director, photographic art director
 - Brand development, corporate identity design
 - Collateral design, brochures, catalogs, custom magazines
 - Packaging Design, illustration
 - Website design and development,
 - Social media content creation and management
 - Currently manage content and social media scheduling for 6 clients
- Clients include: Beyerdynamic, The Orange Bowl, Avad, Bose, Russound, Oster, Sunbeam, As Seen on TV brands, Backdraft Racing, Leisure Creations

Office Depot Head Office - Design Manager

Boca Raton, FL

10/2014 - 01/2017

- Responsible for brand development, communication design, website design, POP design and packing design for Office Depot Private Brands
- Created video content for social media on 3 brands
- Created PowerPoint decks for corporate presentations
- Collaborated with senior management to develop and implement marketing initiatives.
- Managed workflow and creative product of 4 designers
- Promoted twice during tenure at Office Depot

The MousePad - Creative Director/Owner/Operator

Parkland, FL

04/1998 - 10/2014

- After relocating to the US, I created my own boutique ad agency specializing in brand development, advertising concept and design, brochure, catalog and magazine design, packaging design, website design
- Photography and video art direction, styling and food styling

Azzopardi Guidotti - Creative Director

Umhlanga, South Africa

04/1995 - 03/1998

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Portfolio

- <https://mpadusa.com/>

Skills

Highly proficient in:

- Adobe Creative Suite
- Adobe After Effects
- Adobe Premier
- Powerpoint

Website development in:

- Joomla, Magento, Divi, Wordpress and Flash
- Skilled illustrator in various mediums
Photo and video art director/stylist and skilled retoucher

Education

09/1983

Vaal Triangle Techikon

Vanderbijl Park, South Africa

No Degree: Graphic Design And
Typography

05/1981

Loretto College

Manchester, England

8 British 'O' Levels, 3 'A' Levels
(incomplete)

At this highly creative agency award-winning agency I was responsible for the design and creation of my only projects as well as overseeing the projects of the entire studio, ensuring quality projects on-brand and on-strategy.

- Conceptualized and created TV and magazine advertising
- Brochure, annual report, corporate ID design
- Mentored and trained junior designers
- Directed photo shoots for print and digital media
- Directed and supervised team of 6 designers to create award-winning visual media campaigns.

Whalley And Associates - Senior Art Director

Durban, South Africa

05/1993 - 03/1995

- Design and creation of adverts, packaging, point-of-purchase, trade presenters, catalog design and photo direction/styling.
- Produced a 5 part recipe book, including design, photo direction, and food styling

Clients included Unilever, Bakers Biscuits, Nabisco, Dunlop, Playtex, Belgotex Carpets

The Turning Point - Art Director

Durban, South Africa

01/1991 - 04/1993

Conceptualized, designed and created varied projects including

- Corporate Identity, Packaging Design, Point-of-Purchase materials, Sales Presenters
- Print, Radio and Television advertising.
- Won 2 Silver Quill awards for point of sale design

Clients included: Unilever, Ponds, Johnson & Johnson, Ferodo Brakes

Young And Rubicam Hedley Byrne - Art Director

Durban, South Africa

05/1988 - 12/1991

- Design and layout of adverts, illustration, photo-direction, typesetting and creation of ads, flyers, and collateral.
- Working closely with clients, was responsible for the concept and creative of high-profile cross-platform projects.
- Created award-winning illustrations in marker and acrylic

Clients: Pick n' Pay, Hypermarket by the Sea

Awards

MarCom Awards:

2013 Platinum - AVAD Custom Install 2.0 Ads

2013 Platinum - 2013 Leisure Creations Catalog

2013 Gold - Turner Bay Website

2013 Gold - AVAD Custom Install 2.0 Advertising Campaign

2012 Gold - Product Catalog: 2012 Leisure Creations

2011 Platinum - Brochure/Catalog: 2011 Leisure Creations Furniture

2008 Platinum - Design/Magazine Cover: Gear Head, Issue 3

2008 Gold - Design/Logo: Aurielle Vineyards

Hermes Creative Awards

2012 Gold - Integrated Marketing Campaign: AVAD New Growth Campaign

2012 Gold - Advertising/Magazine:

2011 Patrick Knowles Designs Magazine Ad
2010 Platinum -Publications/Catalog: 2010 Leisure Creations Product Catalog

The Communicator Awards

2010 - Brochure-Company Overview: SkyTheater Brochure
2009 - Custom Publication Print Category: AVAD 2008-09 Product Catalog

Min's Integrated Marketing Awards

2012 - Custom Publishing Project: AVAD New Growth 2009 - Custom Publishing Project: Gear Head, Issue 4

Local Addy Awards

2001 - Unpublished project - Orange Bowl Poster Design
2010 Local Addy Award - Collateral Material, Brochure: SkyTheater Brochure

Silver Quill Awards - Natal Press Association, S.A.

1991 - Product launch presenter, Floro Margarine
1992 - Ponds Impulse POS