



Holly Hartenstein

2789 Ruffian Circle
Cottage Grove, WI 53527

608.335.0215
holly.hart@mac.com
hollyhartdesign.com

EDUCATION

UW-Stout
Menomonie, WI (1999 - 2004)

B.F.A. in Graphic Design
Minor in English Writing
GPA: 3.6
Chancellors Award for Academic
Excellence 1999 - 2004

Southern Cross University,
Lismore, Australia (2002)
Completed study abroad program
offered through UW - Stout

Software Knowledge
InDesign, Quark, Photoshop,
Illustrator, Dreamweaver, Flash,
PowerPoint, Basic HTML

*(References and extended print
portfolio available on request)*

PROFESSIONAL EXPERIENCE

AnchorBank - Madison, WI | DESIGN MANAGER (10/07 - present)

Responsibilities:

- Manage and coordinate the concept, production and maintenance of internal and external promotional materials
- Regulate the workflow, workload and timelines for the designers
- Coordinate print and production schedules with multiple vendors
- Ensure accuracy and enforce graphic standards in all advertising by editing for design, spelling, grammar and adhering to brand guidelines
- Lead message strategies to help develop promotional campaigns and materials
- Manage, edit and maintain the corporate website
- Work with the Public Relations department to develop and maintain a presence on social media sites such as Twitter and Facebook
- Oversee the maintenance of Mac computers and design software
- Maintain all online forms and sample books

Notable Achievements:

- Awarded First Place in the ABA's annual Financial Marketing competition for a *A Road Trip Through Credit*
- Received four silver and one gold Addy awards for multiple holiday campaigns
- Presented and implemented a new holiday concept for all branches that included adopting families in need for the holidays
- Developed a variety of transitional materials for a bank merger
- Completed a year-long leadership program to enhance management skills

AnchorBank - Madison, WI | GRAPHICS & PROMOTIONS SPECIALIST (07/05 -10/07)

Responsibilities:

- Participated in the development of message strategies for promotional campaigns
- Wrote and designed campaign materials including direct mail, brochures, newsletters, print and web ads, signage and invitations
- Coordinated print and mail schedules, developed budgets and set deadlines
- Maintained a library of stock imagery, logos and legal requirements

Notable Achievements:

- Rebranded the entire family of literature for product promotion displayed in branches
- Developed a brand identity for Anchor Investment Services
- Designed a traveling tradeshow booth

Serkosky Creative Services - McFarland, WI | GRAPHIC DESIGNER (02/05 - 07/05)

Overview: Participated in client meetings and presentations, created project parameters and assisted in the design of logos, corporate identity, packaging, training manuals, brochures, and print advertising

Key Clients: Women's International Pharmacy, Pet Health Pharmacy, Acry Fab

Mindspike Design - Menomonee Falls, WI | GRAPHIC DESIGNER (05/04 -08/04)

Overview: Participated in client meetings and presentations, coordinated print timelines, performed Web maintenance and designed logos, t-shirts, print advertising and catalogs

Key Clients: Frabill, Mercury Marine, Open Roads