Molly Hool

• Graphic Designer •

Experience

Think Patented
Miamisburg, OH
March 2013 – Present

Graphic Designer
January 2014 – Present

Met with clients for design consultations and project communication, designed within clients' brand standards and project requirements to ensure work aligned with creative briefs and deadlines, designed and managed channel marketing campaigns, created online ads using the Google Display Network, dieline creation, developed marketing materials, designed professional stationery, including letterheads, business cards and pocket folders and created designs for bi-monthly newsletters

Integrated Solutions Technician
March 2013 – December 2013

Designed and coded microsites and email marketing campaigns, tracked client's campaign results using Act-On and Mindfire, developed variable data templates and created web-to-print portals

Prime Marketing Companies
Dayton, OH

Multimedia Designer
June 2011 – March 2013

Developed cross-channel marketing campaigns and tracked client's campaign results using Act-On and Mindfire, met with clients during design consultations and project communication, developed variable data templates and variable imaging, designed and coded microsites and deployed email marketing campaigns, worked on web-to-print portals and marketing rebrands

The Messenger Press
Carthagena, OH

Pre-Press Technician (Temporary)
October 2010 – March 2011

Developed new graphic design projects from concept through completion while meeting deadlines, set up variable addressing for digital mailing jobs, preflighted files utilizing pre-press workflow software, prepared printing plates through plate-making systems and fulfilled small print orders

Education

School of Advertising Art
Kettering, OH

Associate of Applied Business in Advertising Art
May 2010

Skills

Design strategy, logo creation, page layout, color theory, composition, illustration, photography, photography editing, branding, typography, simplifying content for clean design, create mock-ups for proofing, variable data, variable imaging, indoor/outdoor signage, packaging design, cross-channel marketing campaigns, infographics, trade show displays, wall and window graphics, die-line creation, email marketing, website designs, print knowledge, project organization, project coordination and management, strategic thinking, collaboration, brainstorming, project planning, file organization, determining priorities, attention to detail and multitasking

Software

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Microsoft Excel, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint, Asana, Harvest, EFI Digital Storefront, Esko, FusionPro, GMC Software Technology, Pitstop, Directmail2.0, HTML, CSS, MindFire, Act-On, QuarkXPress, XMPie uDirect, and XMPie uImage

Check Out Molly's Portfolio