

Michelle L. Holtz

Resides in Waukesha, WI
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Summary Highly motivated, creative designer with the ability to work well alone or in a group environment. Proven sales and communication skills. Strong knowledge and experience with Microsoft and Adobe design software, as well as Mac and PC platforms.

Education

Associate of Applied Science, Graphic Design, 2011
Web Design Technical Certificate, 2011
Harry V. Quadracci Printing and Graphics Center
Waukesha County Technical College, Pewaukee, Wisconsin, Summa Cum Laude

Bachelor of Arts Journalism & Mass Communication—Print Emphasis, 2007
University of Wisconsin—Milwaukee, Milwaukee, Wisconsin, Summa Cum Laude

Experience

Freelance Graphic Designer
QuadCreative, A subsidiary of Quad/Graphics, Sussex, Wisconsin
July 2011–Present

- Monitored and assured brand standards and consistency between corporate materials
- Designed corporate print and electronic invitations, logos, sell sheets, posters, brochures, and flyers for both internal and external clients
- Printed and prepared corporate trade show posters
- Designed corporate trade show booths

Graphic Designer/Marketing Assistant
Country Springs Hotel, Pewaukee, Wisconsin
June 2011–Present

- Designed various outdoor advertisements, promotional flyers, coupons, and posters
- Managed Kid's Club, Copper's Club and e-Club databases and created email blasts
- Designed "The Splash" monthly internal newsletter

Graphic Designer
YP Impact, Milwaukee, Wisconsin
August 2010–Present

- Created various promotional flyers and electronic marketing materials
- Member of Marketing Committee
- Participated in networking and philanthropic events that encourage communication between local businesses, non-profit organizations, and the community

Sales Coordinator
GE Healthcare Institute—A Marriott Conference Center, Waukesha, Wisconsin
February 2008–March 2011

- Created various promotional flyers, brochures, advertisements and electronic marketing materials
- Booked and managed 235,000 square feet of meeting/training space
- Helped exceed sales budget by 24% in 2010
- Booked catered functions and lodging
- Managed Field Engineer training rooms which accommodate over 100 students daily
- Selected to participate on the Marriott Safety Committee

Honors and Activities

Waukesha County Technical College, Dr. B. Prindiville IHO Johns Scholarship, Richard T. Anderson Scholarship, A.J. Natalizio Scholarship, InDesign Users Group, National Technical Honor Society, Phi Theta Kappa Collegiate Honors Society

University of Wisconsin-Milwaukee, Phi Eta Sigma Collegiate Honors Society, Golden Key Collegiate Honors Society, Mortar Board Seniors Honors Society, National Resident Hall Honorary