

# Holly Forsberg | Graphic Designer

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I'm a dynamic graphic designer with more than 20 years of experience who is recognized for exceptional design and customer service, with a collaborative approach to achieving goals. I have outstanding verbal, written, and interpersonal communication skills, I can easily develop rapport, I am highly organized yet easy-going! I have experience with all aspects of graphic design from concept to final output and am passionate about practical and beautiful design.

## SKILLS

- Adobe Creative Suite
- Microsoft Office
- brochure/flyer design
- magazine/catalog layout
- concept development
- presentations
- social media & websites
- emails & newsletters
- copy editing
- communication
- customer service
- teamwork
- adaptability

## EDUCATION

- AAS in Advertising Design, Brown Institute
- AA, Century College

## VOLUNTEER | FREELANCE

- Ads, posters and programs for high school theater events for six years

## WORK EXPERIENCE

### **Graphic Specialist** | Amherst H. Wilder Foundation

*Oct 2010–Jun 2024*

- Collaborated with cross functional teams to create and deliver print and digital designs that align with organizational objectives
- Utilized Adobe Creative Suite to create marketing materials, event graphics, signage, quarterly print donor newsletters, and annual reports
- Leveraged Word, Publisher and PowerPoint to create program brochures, flyers, and presentations as templates for internal staff to expand as needed
- Employed Constant Contact and Outlook to create monthly donor e-newsletters and event marketing
- Managed internal communications via email, updated SharePoint intranet and Drupal website, and utilized Asana as a collaboration tool
- Maintained and provided oversight of brand consistency throughout all marketing projects

### **Senior Graphic Designer** | Grace McNamara Inc.

- Designed, planned, and managed layout of monthly and bi-monthly trade publications from concept to print, including manufacturer ads and collateral materials for sales promotions and trade shows
- Produced email blasts and collateral materials for sales promotions and trade shows
- Directed Design, Editorial, and Sales teams through a complete redesign including new logo, layout, and font updates to create an entirely new brand for the publication

### **Art Director** | Taymark

- Managed planning and layout of multiple prom and party supply catalogs from concept to print
  - Designed layouts and logos, hired models, and styled and directed photo shoots