

HOLLY CHRISTOFF

GRAPHIC DESIGNER

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Graphic Designer with 8+ years of experience producing marketing communications across print and digital mediums. Experienced in creating sales materials, collateral, corporate graphics, and interactive content while maintaining strict adherence to brand guidelines. Proven ability to manage multiple projects, collaborate with cross-functional teams, and deliver high-quality, production-ready design with strong attention to detail.

KEY ACHIEVEMENTS

Increased client engagement by up to 40% through targeted visual campaigns
Delivered 100+ design projects annually across print and digital platforms
Managed multiple brand systems simultaneously with consistent execution

CORE SKILLS

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
 - Print & Digital Design (Collateral, Publications, Social, Web)
 - Brand Guidelines & Visual Consistency
 - Layout Design & Typography (Kerning, Spacing, Hierarchy)
 - Marketing & Sales Materials
 - Email, Web Banners & Social Media Graphics
 - Prepress & Production File Preparation
 - Project Management & Multi-Tasking
 - Cross-Functional Collaboration
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PROFESSIONAL EXPERIENCE

Design & Marketing Specialist | 12/2010 - Current

Holly Christoff Designs

- Develop and produce graphic design for 20+ clients annually, including marketing communications, sales materials, and corporate graphics across print and digital platforms
- Create digital and interactive content (web banners, email campaigns, social media) resulting in 20–40% increases in engagement for client campaigns
- Maintain 100% brand consistency across multiple brands by adhering to established brand guidelines
- Manage 5–10 concurrent projects in a fast-paced environment, consistently meeting deadlines and client expectations
- Collaborate with clients and stakeholders to define project goals, improving client satisfaction and repeat business
- Prepare and deliver production-ready artwork, reducing revisions and print errors by 25%+

Graphic Designer and Web Master | 03/2022 - 12/2025

Presbyterian College

- Designed 50+ marketing assets annually, including brochures, posters, signage, and digital graphics for campus initiatives
- Maintained consistent branding across multiple departments, improving visual cohesion across communications
- Updated and optimized website content, contributing to improved user experience and engagement metrics
- Collaborated with cross-functional teams across 10+ departments to deliver clear and effective communication materials

Graphic Designer | 11/2019 - 06/2022

Waterboy Graphics

- Produced high-volume print and large-format graphics, supporting daily production needs
- Managed prepress processes, reducing file errors and reprints by 20%
- Delivered accurate, print-ready files while meeting tight production deadlines

- Worked directly with clients to refine designs, improving project turnaround time and satisfaction

Graphic Design & Prepress Manager | 01/2018 - 07/2019

Redd Dawg Graphics

- Oversaw end-to-end design production workflow, ensuring efficiency and quality control
- Managed multiple projects simultaneously, improving production turnaround time
- Maintained consistency across all deliverables, reducing revisions and errors

Marketing Specialist | 02/2017 - 01/2018

EBQuickstart

- Created digital marketing materials that increased **social media engagement and campaign visibility**
- Supported brand growth through consistent visual messaging across platforms

EARLIER EXPERIENCE

Graphic Designer and Prepress roles

2013 – 2017

EDUCATION

BFA, Graphic Design, Western Carolina University, Cullowhee, NC | 2010
