



# ERICK HOLMQUIST

SENIOR ART DIRECTOR ERICKHOLMQUIST.COM ERICK286@GMAIL.COM

## EXPERIENCE

### FREELANCE

Senior Art Director | Sep 2023 - Present

- Directed creative strategy, execution, and offered creative consulting on a project basis to deliver impactful visual campaigns and products that aligned with current and emerging trends on popular platforms such as TikTok, Instagram, and Etsy.

### THE CHARLES NYC

Senior Creative, Art Director | Jan 2022 - July 2023

- Lead campaigns for: I.W. Harper Whiskey, Russell Athletic, Zales, Chico's, Waterline Square Luxury Rentals, South Chicago Packing, and Origins Skincare.
- Directed and managed teams of copywriters and designers, ensuring successful execution of projects for lifestyle brands.
- Developed and implemented comprehensive plans for social campaigns, considering target audience, messaging, strategy, copy, and desired outcomes, resulting in increased sales and followers across multiple client accounts.
- Presented creative concepts and strategies to clients, effectively communicating the value and impact of advertising initiatives.
- Maintained positive client relations by delivering high-quality work, meeting project deadlines, and addressing client feedback promptly.

### TRAILER PARK GROUP

Art Director, Gaming | Oct 2021 - Dec 2021

- Created tailored advertising campaigns specifically targeting the gaming demographic for Xbox Game Pass, PC Game Pass, and World of Warcraft, effectively reaching and engaging the target audience.

### FITZCO

Art Director | Feb 2021 - Oct 2021

- Led, managed, and created 360 advertising campaigns for French's Mustard, Pillsbury, Cholula Hot Sauce, Mellow Mushroom, Checkers and Rally's, Navy Federal Credit Union, MedExpress Urgent Care, Synovus Bank, Southern Company, and new business.
- Collaborated seamlessly with strategy, account, and media departments by fostering a collaborative and creative work environment, resulting in a strong cross-functional team dynamic that constantly sought out new ideas and staying at the forefront of industry trends.
- Strategically developed and executed integrated social media campaigns, seamlessly combining organic and paid strategies across multiple platforms to effectively engage and captivate target audiences.

Junior Art Director | Oct 2019 - Feb 2021

- Successfully managed multiple projects and client timelines simultaneously, ensuring high-quality work and consistently delivering exceptional work that achieved an increased return on investment (ROI) and exceeded expectations.
- Demonstrated strong attention to detail, by implementing rigorous personal quality control measures to ensuring the accuracy and excellence of all deliverables.

Art Direction Intern | Feb 2019 - Oct 2019

### ASHLAND UNIVERSITY REC SERVICES

Marketing Intern | May 2016 - Aug 2016

### HW CREATIVE MARKETING

Web Intern | May 2015 - Aug 2015

## EDUCATION

### THE CREATIVE CIRCUS

Art Direction | 2018

### THE UNIVERSITY OF GEORGIA

ABJ Advertising, New Media Certificate | 2016

## SKILLS + AWARDS

- Proficient in Adobe Creative Suite, Figma, motion graphics, visual design, web design, production, team leadership, project management, client collaboration, and more. Awards and my portfolio of work can be found at erickholmquist.com.