

## Versatile graphic artist, web designer, illustrator

Visual creative with in-house, agency, and freelance marketing communications experience. I have helped international companies break from the clutter and get noticed, work well under deadlines, and with multiple projects.

Specializing in all things print, digital, website creation, and product launch marketing. Accomplished with the conceptual, technical, and content development of successful campaigns that target desired audiences and give expression to the merits of client products and services.

*“Randall is a well-rounded professional who can be relied upon to execute every task thrown his way — even those outside his core competency.” - Dave Hansen, IBM*



## Work History

### Randall Holbrook | SJC, CA Owner 2012 -

Digital and Print Design services for organizations ranging from software manufacturing and healthcare, Federal and State agencies, and fine arts to jewelry, restaurants and retail. (see list of clients on next page).

- PADI Worldwide (2015-2018)
- MaxxVault (2014-2018)

### MaxxVault |Bohemia, NY Marketing Director, 2009-2014

Tasked to develop and implement the corporate identity program for a start-up software manufacturing company.

- Design and produce all collateral, advertising, and digital assets in support of the sales and channel partner teams to build \$2 million in sales and over 200 clients in the first year.
- Provide graphics support for the MaxxVault product and mobile application UI.
- Write and edit case studies, collateral and press releases.
- Design, develop, and maintain multiple websites, online store, and an online support asset library for VARs and employees.

- Develop social media presence, custom Facebook page and tab creation, email campaigns.

### CNS | Islandia, NY Creative Director, 2008-2012

Hired to update old collateral for the premier Network Operations Center on Long Island.

- Overhaul product logos and collateral to reflect new corporate persona and message.
- Update and create new brochures and booklets.
- Develop new website using Drupal.
- Develop and maintain e-mail lists, generate campaigns and newsletters.

- Collaborate with department leaders, market analysis, PR, and branding agencies in building a new corporate image.
- Revamp websites, collateral, tradeshow materials, advertising and media to fit new brand messaging, taking the company from “...the best kept secret in document management,” to an annual revenue of up to \$10 million.

Duties include:

- Develop lead generation campaigns, online sales processes, SEO and PPC campaigns.
- Branding and corporate identity program, graphics, illustrations, photography, HTML,CSS, Javascript, Flash, interactive media, PowerPoint decks, packaging, logo designs, e-mail list development and campaign management.
- Create corporate style guide and employee handbook as well as all sales collateral material.

### Liberty IMS | Costa Mesa, CA Creative Director, 2004-2008

Brought on board to overhaul the marketing and branding of a pioneering, decade-old document management software company.

- Create and implement a comprehensive brand identity for this international company.

**Gauss Interprise**   
Irvine, CA & Hamburg, DE  
*Sr. Graphic Artist 2000-2003*

Asked to develop a comprehensive brand identity for the merger of two international companies: Magellan Software, Irvine, and Gauss Interprise, Hamburg Germany.

- Collaborated with market analysis, PR, and branding agencies in building a new corporate image.
- Design and develop the corporate style, sales collateral, illustrations, photography, event signage, trinkets, and giveaways, interactive media with Flash, and website designs.
- Honored to present identity proposals to the marketing departments and corporate boards in the Irvine, CA and Hamburg, DE home offices.

**MaxSoft | Park City, UT**   
*Graphic Artist 1998-2003*

Apria Healthcare Intranet employee newsletter development using HTML, CSS and javascript. Graphics support for e-Learning team. Holiday card designs and illustrations.

**MOB Media | Santa Ana, CA**   
*Director of Creative Services 1993-1998*

Primary designer and copywriter on advertising and branding campaigns for high-end accounts; including the State of California AllIM Program, Boot Barn and the City of San Clemente.

- Advertising campaign ideation, creation,
- Brand and corporate identity development.
- Graphics, illustrations, photography, layouts, web design, pre-press.
- Trained and lead teams of interns and designers.

I am also an accomplished mixologist and make an exceptionally good egnog!

**What I do**

**Branding:**

- Brand Development
- Logo Design

**Design for Print:**

- Advertising
- Business Cards
- Packaging
- Promotional Items
- Outdoor
- Corporate Collateral

**Digital Design for Online:**

- Adobe Experience Manager (AEM)
- Responsive Web Design HTML, CSS, JavaScript, Bootstrap, WordPress
- SEO/Google Adwords
- E-mail Campaigns

**Copy Writing:**

- Press Releases
- Ad Copy
- Case Studies
- Sales Collateral

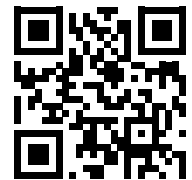
**Clients** *(Partial List)*

- Plata Wine Partners
- State of California
- PADI Worldwide
- Tony Roma BBQ Sauce
- US Department of Defense
- Apria Healthcare
- Bob Mackie Jewelry
- [Cingletree Learning, LLC](#)
- Entrepreneur Magazine
- Festival De Los Golondrinas
- Hobbs/Herder Advertising
- Marie Osmond Dolls
- [RWT&P, LLC](#)
- [Maritime Mortgage](#)
- [Plaza Art Gallery](#)

**Community**

- [Southern California Artists](#)
- SJHHS Varsity Softball Coach
- Habitat for Humanity
- Rec/Club Fastpitch Softball

**Portfolio**



Packaging: Product logo design, box design, insert die design, user reference guide, quick reference sheet, illustrations, screen views, dvd/cover design.

Responsive Websites: logo design, photography [rossllp.com](http://rossllp.com).



"Hero" Advertising Campaign: Ideation, copy, media buying, layout.