

Adrian Hollinger

<p>Creative Direction Creative Strategy Storytelling Design</p>	<h2>Hello</h2> <p>Award-winning interdisciplinary creative who turns ambitious ideas and insights into work that is personal, magnetic, and feels made <i>just for you</i>.</p> <p>With 10+ years of experience, building brand worlds that unfold with intention, shaped by strategy and elevated by emotion.</p>	<h2>Capabilities</h2> <p>Creative Strategy, Integrated Campaigns, Brand Storytelling, Visual Identity Development, Concept Ideation, Video and Film Production, Cross-Functional Leadership, Experiential Design, Content Systems and Creation, Social Media Platforms, Paid Media Planning and Optimization, Emerging Tech and Innovation, AI-Integrated Workflows, Generative Tools and Prompting, Creative Mentorship, New Business Pitching, Partnerships</p> <p>Software and Tools: Adobe Creative Suite, Figma, Sketch, Webflow, Mailchimp, Microsoft Office, Google Workspace, Notion, Slack, Trello, Asana, Miro, Frame.io, Pantone Color Manager, Coolers</p>
<p>hello@adrianhollinger.com adrianhollinger.com +1 917.797.5599</p> <p>165 Montrose Ave #4C Brooklyn, NY 11206</p>	<h2>Experience</h2> <p>Associate Creative Director <i>Freelance</i> Brooklyn, NY</p> <p>Associate Creative Director <i>HUGE</i> Brooklyn, NY</p> <p>Associate Creative Director <i>Doremus+Co</i> Brooklyn, NY</p> <p>Senior Art Director <i>Monks (Media.Monks)</i> Brooklyn, NY</p> <p>Senior Art Director <i>EI Digital</i> Brooklyn, NY</p>	<p>Mar 2025 - Present</p> <p>Defined brand identity, social, and editorial design projects for agency and direct clients. Developed visual systems and storytelling frameworks that balance emotion and insight. Partnered with writers, designers, and motion teams through concept, storyboarding, and final delivery.</p> <p>Apr 2024 - Oct 2024</p> <p>Drove campaign development from concept to execution for global launches, including a major game title. Partnered with clients to translate objectives and insights into cohesive strategies. Delivered 360 campaigns across digital, social and experiential platforms, consistently elevating brand presence.</p> <p>Client: PlayStation</p> <p>Nov 2023 - May 2024</p> <p>Directed campaign strategy, visual concepts and design for multi-market campaigns and pitches. Coordinated production of 360 assets, including photo and video shoots. Guided junior art directors and copywriters, ensuring consistent identities across email, paid media and web to strengthen collaboration.</p> <p>Client: Meta</p> <p>May 2020 - Sept 2023</p> <p>Led creative direction and design for global brands, steering teams through ideation, production, and delivery of integrated campaigns across digital, social and experiential. Contributed to pitches, managed production across web, paid, and social, and oversaw on-site shoots. Cultivated a collaborative culture that fostered strong creative leadership and team growth. Mentored junior creatives, built freelance networks, and added strategic input to client success.</p> <p>Clients: Meta, Walmart, La Mer, Affirm, UPS PayPal, Entertainment One, BIC</p> <p>July 2019 - Apr 2020</p> <p>Shaped strategies and visual concepts for integrated campaigns, managing projects from ideation through digital delivery. Scouted and directed talent, led photoshoots and ensured brand storytelling was consistent across digital and print. Elevated creative while upholding brand standards.</p> <p>Clients: Proximo Spirits, Allergan, Mountain Dew</p>
	<h2>Education</h2> <p>Bachelors of Fine Arts (BFA) Visual Communications</p> <p>University of South Alabama May 2009 → Dec 2013</p>	<h2>Awards</h2> <p>American Effie (Bronze) The Shortys (Silver) PR Daily (Finalist) The Webby Awards (Finalist)</p>