

<div>165 Montrose Ave #4C Brooklyn, NY 11206</div> <div>hello@adrianhollinger.com adrianhollinger.com 917.797.5599</div> <div>Creative Direction Creative Strategy Storytelling Design</div>	<div>Hello</div> <div>Award-winning interdisciplinary <b>creative</b> who turns ambitious ideas and insights into work that is personal, magnetic, and feels made <i>just for you</i>.</div> <div>With <b>10+ years</b> of experience, building brand worlds that unfold with intention, shaped by strategy and elevated by emotion.</div>	<div>Skills and Tools</div> <div><b>Core and Additional Strengths:</b> Creative Strategy, Integrated Campaign Strategy, Brand Storytelling, Visual Identity Development, Concept Ideation, Video Production, Cross-Functional Team Leadership, Presenting/Pitching, Experiential Design, Content Creation, Google Analytics, SEO, Color Theory and Psychology, Paid Media Strategy, Global Brand Systems, Emerging Platforms and Innovation</div> <div><b>Software &amp; Tools:</b> Adobe Creative, Microsoft and Google Suites, Figma, Sketch, Mailchimp, Notion, Webflow, Miro, Slack, Trello, Asana, Frame.io, Pantone Color Manager</div>	
	<div>Experience</div> <div><b>Associate Creative Director</b> <i>HUGE</i> Brooklyn, NY</div> <div><b>Associate Creative Director</b> <i>Doremus+Co</i> Brooklyn, NY</div> <div><b>Senior Art Director</b> <i>Monks (formerly Media.Monks)</i> Brooklyn, NY</div> <div><b>Senior Art Director</b> <i>Experience-Interaction</i> Brooklyn, NY</div>	<div><b>May 2024 - Sept 2024</b> Managed campaign development from ideation to execution for high-profile global brand campaigns, including a major game launch. Partnered with clients to translate business objectives and audience insights into cohesive, culturally relevant strategies. Delivered seamless 360 campaigns across digital, social, and experiential platforms, consistently exceeding goals and elevating brand presence. <b>Client:</b> PlayStation</div> <div><b>Nov 2023 - May 2024</b> Directed campaign strategy, visual concepts, and design for multi-market platforms client campaigns and pitches. Oversaw production of 360 campaign assets, including photo and video shoots. Managed junior art directors and copywriters. Maintained consistent visual identities across email, paid media, and web initiatives to enhance team collaboration. <b>Client:</b> Meta</div> <div><b>May 2020 - Sept 2023</b> Led creative direction, campaign strategy, and design for global brands, guiding teams through ideation, production, and delivery of integrated campaign assets across digital, social, and experiential channels. Played a key role in new business pitches and managed all phases of creative development and production across web, paid, and social platforms. Maintained hands-on involvement in layout design and production workflows. Directed off-site campaign photo and video shoots. Shaped a collaborative culture promoting bold creative leadership and dynamic team development. Mentored junior creatives, nurtured relationships with freelance talent, and contributed strategically to client growth. <b>Clients:</b> Meta, Walmart, La Mer, Affirm, UPS Twitch, PayPal</div> <div><b>July 2019 - Apr 2020</b> Developed pioneering creative strategies and compelling visual concepts for integrated campaigns, managing the entire process from ideation through digital delivery. Scouted talent, directed photoshoots, and ensured brand storytelling was cohesive and consistent across digital and print assets. Led design teams to elevate creative output and uphold brand standards. <b>Clients:</b> Proximo Spirits, Allergan, Mountain Dew</div>	
	<div>Education</div> <div><b>Bachelors of Fine Arts (BFA) Visual Communications</b> <b>University of South Alabama</b> May 2009 → Dec 2013</div>	<div>Awards</div> <div><b>American Effie</b> (Bronze) <b>The Shortys</b> (Silver) <b>PR Daily</b> (Finalist) <b>The Webby Awards</b> (Finalist)</div>	