

ZACH HOLLINGSWORTH

PROFESSIONAL EXPERIENCE

2013-
PRESENT

Freelance Designer — Various Locations

- o Produced series of six labels in Adobe Illustrator for 7 Locks Brewing Disoriented Series.
- o Created rainbow logo for 7 Locks Brewing branded glassware during Pride Month promotional event.
- o Devised layout for 7 Locks Brewing custom cases and six pack carriers to promote brand.
- o Made logo for Andrew Mitchell Personal Training in Adobe Photoshop and Illustrator to establish brand, and for use in marketing on company collateral and social media.
- o Designed poster for Creative Resolutions LLC for use in print and digital media to advertise event and increase ticket sales to live music event.
- o Created logo to promote and increase attendance live event series "Hymns and Hops" at 'The Oak House'. Designs were used to market on social media, print advertising, and merchandise.
- o Designed logo for Essentially Touched, to reach new customers by enhancing branding, print advertising, custom collateral, and social media marketing.
- o Worked with company founder of Another Round Brewing to develop, draft, and produce company logo and Oktoberfest themed beer label to advertise founders release event.
- o Concepted and illustrated graphics for The Widernet Project website to visually demonstrate the use of their product so non-English speaking users or less informed readers could understand complex computing and networking ideas.
- o Used digital photography and Adobe Photoshop to create poster for H.O.P.E. (Helping other people eat).

4/2019-
PRESENT

Sr. Territory Account Manager — 7 Locks Brewing, Rockville, MD

- o Managed relationships with 200+ accounts across multiple markets to maximize sales and provide consistent customer service at all times.
- o Independently organized personal schedule to efficiently manage time and maximize potential sales.
- o Developed layout and updated copy of weekly distribution and marketing email.

2013-
2017

Design Apprentice — Aaron F.C. Petrik, Raleigh, NC

- o Used photography and Adobe Photoshop to produce web advertisement to promote 'MS Clean' a product from Saints Tactical LLC
- o Aided in research and design of logo for Saints Tactical LLC using Adobe Illustrator.
- o Learned to communicate effectively with clients to assess projects and translate ideas into visual concepts.

2017

Recruiter — Insight Global, Raleigh, NC

- o Created and organized task lists to efficiently meet and track daily needs and goals.
- o Developed professional relationships with hiring managers to serve their needs for new hires.

ACHIEVEMENTS & ASSOCIATIONS

Award-Winning Artist, Illustrations featured in International Student Film Festival Hollywood 2015 "Best Psychological Thriller" winner, Narcolepsy.

American Institute of Graphic Arts Member, Membership with AIGA allows me to stay up-to-date with the latest design styles, technology, and influences.

Communications Fellow, Elon University honor for exceptional Communications students.

EDUCATION

Elon University — Elon, NC, Class of 2016 // B.A.: Communications Design Minor: Digital Art

PROFESSIONAL SKILLS

Graphic Design
Social Media Design
Merchandise Design
Digital Photography
Logo Design
Typographic Design
Infographic Design

Print Label Design
Print Layout Design
Advertisement Design
Pen & Pencil Illustration
UX & UI Design
Mailchimp
Wordpress

Mac OS
Adobe CC
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML5 & CSS
Google Drive