

586.909.3480

HOLLYELDER1@GMAIL.COM  
WWW.HELDER-DESIGNS.COM

# HOLLY MENKE

## WEB & GRAPHIC DESIGNER

### PROFILE

---

Motivated and creative web & graphic designer with previous experience in branding, logo design, print, product packaging and web design. Skilled in Adobe Creative Suite working with illustration, photo editing and visual design. Web design experience includes designing and building websites through WordPress CMS platforms, curating social media/email marketing newsletter flyers and managing products in online retail shopping sites such as eBay and Bigcommerce.

### SKILLS & SOFTWARE

---

WordPress CMS	Logo Design
Adobe Creative Suite	Photo Editing
Adobe InDesign	Branding
Adobe Photoshop	HTML/CSS
Adobe Illustrator	Vector & Hand-Drawn Illustration
Adobe Lightroom	Print Design
Microsoft Office	Packaging Design
OSX & Windows	Product Design
<u>Online Retail Stores:</u>	Email Marketing
Bigcommerce	Social Media
ebay	

### EDUCATION

---

**Certificate, Graphic Design**  
Specs Howard School of Media Arts  
Southfield, MI | 2014

**Bachelors Degree, Psychology**  
**Bachelors Degree, Fine Art**  
Eastern Michigan University  
Ypsilanti, MI | 2010

### INTERESTS

---

Reading (anything I can get my hands on!), gardening, animals, video games, psychology studies, flora & fauna, biking, learning new skills, podcasts, drawing, & traveling.

### INDUSTRY EXPERIENCE

---

#### TGM Skateboards

WEB/GRAPHIC DESIGNER & PHOTOGRAPHER

Mount Clemens, MI | June 2016 - August 2018

- Conceptualized & created illustration designs for in house skateboard/longboard products
- Created & produced packaging design for in house products
- Provided engaging copy for flyers, social media and email marketing for both skateboard retail and wholesale divisions
- Produced print media including flyers & product catalogs for wholesale division
- Professionally photographed & edited product shots of incoming retail items
- Managed web image designs and troubleshooted the backend of online store websites, including eBay & Bigcommerce shopping platforms

#### K2 Media LLC

WEB/GRAPHIC DESIGNER

Royal Oak, MI | January 2014 - June 2016

Responsible for the design of all organizational needs, including:

- Assisted primarily in customizing websites using Wordpress CMS including producing web image designs, HTML/CSS and troubleshooting
- Created web & print promotional materials including branding/designing logos
- Managing solo projects and liaison between project manager and clientele

#### Mr. Photobooth Rental Company

FREELANCE GRAPHIC DESIGNER/CONSULTANT

St. Clair Shores, MI | 2013-2016

- Spearheaded promotional design projects including brochures, banners, and visual photobooth prop designs

### OTHER WORK EXPERIENCE

---

#### Personal Care Caregiver

COMFORT KEEPERS

Grosse Pointe Woods, MI | 2013-2014

- Provided direct care for older adults within home setting, including personal hygiene, comfort & safety, and programming

#### Rehabilitation Assistant

RAINBOW REHABILITATION CENTER

Farmington Hills, MI | 2012-2014

- Administered medication and provided immediate care to individuals with traumatic brain injuries and spinal cord injuries

#### National Civilian Community Corps Member

AMERICORPS

Nationwide | 2011

- Served communities with a diverse team across the Midwestern United States focusing on disaster relief, environment, urban and rural development, energy conservation and infrastructure improvement
- Received training skills in conflict resolution, communication, team dynamics and diversity

#### Information Technology Consultant

EASTERN MICHIGAN UNIVERSITY

Ypsilanti, MI | 2006-2010

- Assisted in troubleshooting & technical difficulties within campus labs

REFERENCES AVAILABLE UPON REQUEST