

Brandon Holcombe

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H•Creative Principal / Owner

Nov 2009
– Present

- Creative services including web, identity and collateral design.

New York Times Regional Media Group Senior Marketing Designer

June 2008
– Nov 2009

- Creative responsibilities: Developed marketing and creative including print / digital / mobile advertising, trade show banners, marketing collateral, sale sheets, presentations, e-mail campaigns and whitepapers
- Designed brand identity for new in-house ad agency - New Fusion Media
- Collaborated with partners in the design and launch of self-service advertising websites for newspapers within the media group
- Designed and launched the first NYTRMG digital sales portal geared toward national advertisers. ReachMainStreet.com

The Press Democrat (New York Times Regional Media Group) Senior Designer of Business Development

Sept 2006
– June 2008

- Creative responsibilities: Sales fliers, business cards, media kits, postcards, direct-mail collateral, point of sale, posters and online advertising as well as special advertising publications, client ad campaigns, newsprint products, special advertising launch promotions
- Implemented company's first marketing / lead generation portal and corresponding e-mail advertising campaigns

Lead Marketing Designer

Sept 2003
– June 2006

- Lead creative for collateral design including: Sales fliers, business cards, letterhead, media kits, postcards, point of sale, conference displays, posters and online advertising
- Designed and implemented new identity and visual themes for Newspaper sections, improving reader usability

Prepress Publication Designer

Dec 2001
– Sept 2003

- Responsible for publication design from high-end magazine products to newsprint tab sections
- Designed speculative ads for specialty publications including: Savor Wine Country, Santa Rosa Magazine and the Montgomery Village Seasonal Catalog

Skills

Adobe Creative Suite 5 (print & web)
Macromedia DreamWeaver CS5
Macromedia Flash CS5
Limited video editing experience
HTML, CSS, Javascript
Wordpress Template design
Email marketing
MS Office

Software Instruction

Taught Current versions of
Adobe Photoshop and Illustrator
to employees within the New York
Times Regional Media Group

Current & Past Clients

Reach Air Medical Services
Copter Studios
Rhoann Ponseti Marketing Services
Sonoma County Department of Health
The Press Democrat
Green Spa Network
Osmosis Day Spa Sanctuary
Translite Sonoma
Christopherson Homes
Quivira Winery
Packaging Arts
Melissa Morelli Photography
Sargam Griffin Fine Arts
Mark Allen Jewelers
Spa Alaniz
WineTravel.com
Community Foundation Sonoma County
Glenn Fricker Construction

Education

West Texas A & M University
B.F.A., Graphic Design

Awards

(Graphic Design USA Magazine)
2006 American Inhouse Design Awards
Best Direct Mail piece -Award of Excellence:
Trifold - Montgomery Village Spring '05

Employee on the Month: Press Democrat
March 2005 & May 2008