

# Grant D. Holt

## Graphic Designer +

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### Select Achievements:

**Examined** technical support and printing issues to facilitate production and reduce costs. External consultant was creating a printing problem. Implemented new in-house technical support and assumed responsibilities of technical support and purchasing manager.

**RESULT:**

Severed contract with external consultants, thus transferring responsibilities to myself. These actions trimmed the company's marketing/advertising consulting costs by 40%.

**Required** buyers to turn in all merchandise two weeks in advance in order to focus more clearly on late changes/additions/corrections. Honoring incorrect print collateral cost company hundreds of thousand of dollars in lost revenue.

**RESULT:**

Facilitated an earlier buyer turn-in and proofing schedule. Program improved both accuracy and consistency in promotional print material while allowing ample time for late changes. Protected company from potential hundreds of thousand of dollars in lost revenue.

**Reduced** company capital spending by investing in a new employee in order to bring advertising expenditures under control. Advertising volume had grown at such a rapid pace that an external advertising agency had been hired to assist.

**RESULT:**

Saved the company significant resources over the first year alone, (approximately 15% of marketing/advertising employee expenditures) while introducing a new bilingual employee to team.

**Trained** two co-workers to properly use industry standard design and production software while successfully producing 53% of Retail Company's holiday advertising in a design department of seven designers.

**RESULT:**

Company recorded increased sales over last year and was the #1 performer of 14 separate entities of subsidiaries.

**Conceived,** implemented and maintained a dependable archival/storage system and slashed job turn-around time. Slow turn-around and searching for images cost the company potential increased revenue.

**RESULT:**

Increased job turn-around by as much as 70% while increasing company revenue.

**Developed** creative branding/collateral package for the launch of Prudential GARY GREENE, REALTORS® 'Builder Marketing Partnering Development' program to serve as their marketing and creative resource.

**RESULT:**

Initial designs helped cement contracts with more than 8 local builders to date.