

JOHNNY HOLEVA

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CREATIVE DESIGN AND VISUAL COMMUNICATION

Driven, thoughtful creative manager with over 18 years of experience in branding, thought leadership, and marketing problem solving. Achieving inspired excellence is the objective by maximizing tools and resources from original concept through deliverable execution. Operates with an optimistic, disciplined approach and thrives in a fast-paced setting. Servant leader. Seeks to ask the important questions, to better understand the broader strategic picture and meet business objectives. Cringes any time a foot mark is improperly used as an apostrophe. Core competencies include:

Creative Ideation • Design • Branding • Marketing Communication • Advertising • Packaging • Merchandise
Project Management • Market Trends • Collateral Development • Print Production • Vendor Relations • Illustration

PROFESSIONAL EXPERIENCE

KARL STRAUSS BREWING COMPANY

2007 – PRESENT

The 41st largest craft brewery in the U.S. and Southern California's original craft brewery with regional distribution to more than 4,000 retail accounts. Company has over 750 employees, a statewide distributor network, ten full-service restaurants, and multiple license agreements. Named the "2016 Mid-Size Brewery of the Year" by the Great American Beer Festival.

CREATIVE SERVICES MANAGER

Reporting to the Vice President of Marketing, provides creative leadership and brand expertise. Responsible for the overall development and direction of the visual identity. Performs a wide range of functions from leading creative (art, copy, voice) to managing production responsibilities. Provides direction for ideation, evaluation of ideas, and executions based on the objectives and strategies provided in the brief. Presents to internal audiences clearly and concisely to sell-in ideas and creative solutions. Ensures effective, unique, and consistent brand communication.

- Develop creative ad strategy for all paid media, including campaign direction, design, timeline management, and production to maximize \$150,000 budget.
- Direct the creative visual planning and deliverable execution of event-based marketing strategy.
- Member of strategic brand study and revitalization team responsible for analyzing, repositioning, and creative ideating a 20-year-old craft beer brand, achieving 15% improvement in sales over two years.

KARL STRAUSS BREWING COMPANY

2004 – 2006

GRAPHIC DESIGN SUPERVISOR

Supervising designer in all-encompassing company, beer, and restaurant re-branding (2005). Strategically managed workflow and output expectations. Oversaw the hiring, management, and art direction of in-house design team and freelance illustrators/photographers. Designed the company logo, color palette, and brand design guidelines.

KARL STRAUSS BREWING COMPANY

2001 – 2003

SENIOR GRAPHIC ARTIST

Oversaw the creation of the Graphic Design Department within the Marketing Department, servicing the Beer and Restaurant Divisions. Responsible for work distribution, design timelines, resource management, and hiring of part-time staffing and full-time designers.

KARL STRAUSS BREWING COMPANY

1998 – 2000

GRAPHIC ARTIST – RESTAURANT DIVISION

Designed and produced logos, menus, advertising, and a wide variety of POS for three brewery restaurants. Responsible for all print buying and vendor management. Developed, coded, and executed re-launch of corporate web site.

THE CONTINUING COMMITTEE

2007 – PRESENT

Non-profit, fan-run gaming community which interprets rules, organizes tournaments, and releases virtual expansions for the Star Trek Customizable Card Game – a collectible game based on the Star Trek universe. Introduced in 1994 by Decipher, Inc., the game was transferred to the fans in 2007. The online community (trekcc.org) and new virtual cards keep the game environment constantly evolving.

ART DIRECTOR

Reporting to the Chairman, provides creative design leadership, identifies work process improvements, and manages a 6-person Art Department team. Responsible for designing virtual cards, brand touchpoints, and support materials for worldwide organized play.

EDUCATION

Bachelor of Fine Arts, Graphic Design (Magna Cum Laude) Texas Christian University • Fort Worth, Texas • 1998

TECHNICAL SKILLS

Adobe Creative Suite: InDesign • Photoshop • Illustrator
Dreamweaver • QuarkXpress • Smartsheet • Microsoft Office • Mac OS