

HOLLY CLABAUGH

Marketing / Branding



PROFILE

Experienced Marketer with a creative approach to telling a brand's cohesive story. Skilled in Graphic Design, Photography, Video, Event Planning, Trade Show Design & Coordination, Branding, Strategic Marketing, Social Media, Web development and Maintenance, Advertising, Visual Communication, and Project Management.

CONTACT ME

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PORTFOLIO

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EDUCATION

2005

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2011

BACHELOR'S IN GRAPHIC DESIGN & ART COMMUNICATION WITH A CONCENTRATION IN PHOTOGRAPHY

University of Saint Francis

The program was designed to teach the technical and creative skills needed to effectively create and communicate visual design and brands.

2005

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2011

BACHELOR'S IN STUDIO ART WITH A CONCENTRATION IN PHOTOGRAPHY

University of Saint Francis

The University of Saint Francis - Fine art program designed to expose and teach students multiple mediums, techniques, and the historic significance art plays in the world. I have creatively transferred these lessons to trade shows, digital media, print, and web design.

EXPERIENCE

2020

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PRESENT

CREATIVE BRAND STRATEGY MANAGER

LUX ILLUMINAIRE

This role consists of leading and building marketing initiatives, developing strategies, and creating material to promote business identity and aid sales. I collaborate with the executive team daily to establish goals and content that meet and exceed the expectations of the business. My wheelhouse for this role includes project management, managing and establishing brand guidelines, content, advertising, and website development, managing updates, creating videos and social media content, email campaigns, collateral creation, trade show displays/logistics, and events.

In the past year, my favorite achievement was solely designing and creating luxilluminaire.com

2018

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PRESENT

CREATIVE PARTNER

TRADE CREATIVE CO. - TRADE DESIGN CO.

At Trade Creative Co. I led a small team in developing entire brand identities: from logo creation to integrated marketing campaigns. As Creative Partner, I started from the ground up, establishing the structure and scope of the business, building a book of core clients, driving the daily functions of the company, and developing strong relationships with our clientele by delivering unique and fresh values-based marketing solutions. Through this process, I was able to hone and refine client brands while expanding my skills, creativity, and strategy.

My favorite achievement was the opportunity to conceptualize, design, and implement two trade show displays with a collective budget of 200k, for the International Construction & Utility Equipment Exposition (ICUEE).

In 2020 Trade Creative Co. rebranded to Trade Design Co. with me as the sole owner serving a core group of clients.

SKILLS

REFERENCE GOOGLE ————— CAN DO IT IN MY SLEEP

BRANDING



DESIGN & VISUAL COMMUNICATION



PROJECT MANAGEMENT



TRADE SHOW DESIGN & LOGISTICS



PRODUCT & EVENT MARKETING



EMAIL MARKETING



SOCIAL MEDIA MARKETING



PRINT KNOWLEDGE



WEBSITE MANAGEMENT



PHOTOGRAPHY



VIDEO



MICROSOFT OFFICE



INTEGRATED CAMPAIGN MANAGEMENT



STRATEGIC PLANNING



CORPORATE GIFTING



PROMOTIONAL ITEM VENDOR CONNECTIONS



INTERESTS

TIME WITH MY CHILDREN & SIGNIFICANT OTHER

TIME WITH FRIENDS & FAMILY

TRAVEL - HIKING - EXPLORING

CREATING

EXPERIENCE CONT.

2018

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2016

MARKETING MANAGER & GRAPHIC DESIGN

NESCO RENTALS

In this position, I was responsible for leading a team and developing marketing material to promote business identity and aid sales. I worked directly with the executive team to establish goals and content to meet the expectations of the business. I managed and established brand guidelines, content, advertising, website updates, social media, email campaigns, collateral creation, trade show displays/logistics, events, and an 800k budget.

2016

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2013

MARKETING MANAGER ASSISTANT & GRAPHIC DESIGN

NESCO RENTALS

In this position, I was introduced to corporate marketing. During my time in this role, I assisted the Marketing Manager and created brand graphics, email campaigns, social media content, and collateral including a 124-page equipment catalog, and various visual communication aids.

2013

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2005

OWNER/PHOTOGRAPHER

PORTRAITS BY HOLLY

My time as a small business owner and creative gave me the flexibility needed to attend college, as well as, develop my skills as a photographer, designer, and mother of two small children. During this time, I developed the skills to pivot, be self-motivated, dedicated, and an organic thinker.

TRAITS

POSITIVE

OUTGOING

PASSIONATE

QUICK LEARNER

TEAM PLAYER

SELF-MOTIVATED

DISCIPLINED

ORGANIC THINKER

REFERENCES

AVAILABLE UPON REQUEST