Christopher Holtwick

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Experienced and passionate
Digital Designer / Multimedia Designer

• Expertise in web, mobile, and print design, using elements of photography, typography, illustration, and video
• A proven track record of creating successful marketing and promotional materials for web, mobile, and print

Software Skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, Audition, After Effects, Flash, Dreamweaver, Animator), HTML, CSS, Wordpress, Bootstrap, Beaver Builder, Drupal, PHP, Maya, Final Cut Pro, Sketch, Figma, MS Word, Excel, Power Point, Google Docs, Google Analytics, IBM Campaign Automation, Hubspot, Facebook Ad Manager, Opt-in Monster, OS X, Windows Proficient.

Experience

Outside / IDEA Health & Fitness | www.ideafit.com | San Diego, CA | October 2016 - August 2022
Senior Digital Designer
• Hand code HTML and CSS to produce beautiful web content using Drupal and Bootstrap
• Works with the Editorial team on creating award winning e-newsletters
• Create website landing pages and marketing emails from Photoshop files
• Test, troubleshoot and repair HTML and CSS for cross platform compatibility
• Perform A/B testing and analysis
• Created a promotional marketing videos consisting of illustration, animation, editing, and music production
• Propose ideas and marketing strategies for fitness events, membership, insurance, and educational products
• Guest host, music composer, and audio editor for podcasts
• Moderate and create marketing materials for sponsored and educational webinars
• Build webpages in a Wordpress environment using Beaver Builder
• Build emails using Hubspot Marketing Cloud

E-Rehab, LLC. | www.e-rehab.com | Carlsbad, CA | July 2012 - October 2016
UI Designer / Web Developer
• Designed and built 200+ websites using Adobe Photoshop, Wordpress, HTML, CSS3
• Work directly with clients on new website designs and existing sites
• Convert older PHP/HTML sites over to an object-oriented Wordpress/PHP workspace
• Format desktop sites to be mobile-friendly & optimized using J-Query Mobile and Bootstrap
• Designed graphics for email newsletter headers, social media cover and profile pictures
• Update HTML changes and client requests to existing sites

Intuit / www.intuit.com | San Diego, CA | August 2011 - January 2012
Government Forms Specialist
• Proof and markup government tax form changes from last year to this year
• Build and update government tax forms using proprietary design software
• Strictly adhere to specific guidelines provided individually by state and federal tax agencies

Education

Bowling Green State University, Bowling Green, Ohio,
Bachelor's of Fine Arts | Major: Digital Art and Animation, Minor: Painting