
Deadline-driven graphic designer specializing in media production, creative marketing solutions and branding/logo creation who values communication to bring the client's idea to life.

EXPERIENCE

Ferman Automotive, Tampa, FL

Oct. 2021-Present

Creative Services Manager

- Create graphic design assets for headquarters and its twelve vehicle stores (BMW, MINI, Ford, Chevrolet, Mazda, etc.).
- Assist special events team and develop print promotional materials.
- Ensure alignment with manufacturers' brand standards across all platforms.
- Organize and archive all graphic assets to publish in 125th Anniversary hardbound book.

University of South Florida, St. Petersburg, FL

Sept. 2016-Oct. 2021

Multimedia Coordinator

- Oversaw a creative team to design digital and print assets across campus channels.
- Assisted external marketing department with PR and digital assets management.
- Implemented inbound and outbound marketing tactics (social media, email, and guerrilla marketing).
- Conceptualize and organize marketing strategies in collaboration with many internal stakeholders to execute a university- and community-partnered arts festival.

Accuform, Brooksville

Jan. 2015-Sept. 2016

Team Lead Production Artist

- Produced materials for print production with a quick turnaround time.
- Assessed applicants and taught new hires; created standardized operating procedures to help and guide team with difficult projects.
- Worked with customer service representatives and the customers to create specific content and materials to customer's approval.
- Developed spell check/save process to reduce errors in department by 30%.

EDUCATION

University of South Florida

2012-2014

Bachelor of Arts in Communication

Media Manager for Improv@USF, a student organization that provides the opportunity to watch, perform, and enjoy comedy.

SELECTED CLIENTS

- CBS, *Elementary* TV show
- [Tocobaga Consulting](#)
- [OGGI Italian Street Food](#)
- [Seibert Insurance Agency](#)
- [HandyCan Portable Restrooms](#)
- [Phil Gerbyshak](#), Social Media and Social Selling Strategist,
"Warren Buchholz is a one-of-a-kind creative genius who connects design to business outcomes. I hired Warren to design a new ebook to attract email subscribers, and he came back and exceeded my wildest dreams! In 10 days, I got 107 new leads for my business from people I'd never met before, and who wanted to work with me, because my ebook was so useful. That's why I recommend him."

SKILLS

- Adobe Creative Suite
- Content development
- Digital and print marketing assets
- E-marketing solutions
- Logo/brand creation
- Photo and video production and editing
- Social media strategy and development
- Website maintenance