

HOLLI L. RAHL

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EXPERIENCE

OneHockey.com / OneLAX.net / OneXSports.net

Director of Graphics, Branding and Social Media

July 2011 – Present

- Graphic design for web and print images, logos, event programs, apparel, direct mail, magazines, brochures, banners, emails, ALL website content, and more. Created proposals and RFPs and promotional videos.
- Created and controlled all Brand Management for all brands of company.
- Created and controlled all social media content, images and copy, YouTube, Facebook, Twitter, Instagram, LinkedIn.

Deliver Strategies, Arlington, VA

Production Manager

July 2020 – February 2021

- 2020 Presidential Election Cycle – National Print Campaigns – FOCUS: PA 2020 elections, Get out the VOTE nationwide, and GA runoff. Managed 100M+ pieces of print and mail. Liaison to printers/mail houses. Kept tight deadlines, tracked postage and shipping costs. Communicated with internal team via Zoom, Slack, Office Teams, and email.
- Managed files, liaison between printers and internal team, kept project deadlines and tracked postage and shipping costs.
- 2018 Mid-Term Political Cycle. National print campaigns. September 2018 – December 2018
- Managed files, liaison between printers and internal team, kept project deadlines and tracked postage and shipping costs.

Freelance Graphic Designer / Contract Project Manager

1988 - Present

Family Service Foundation, Inc. (fsfinc.org)

2017 – Present

- Graphic design for non profit that Press Packets, Flyers, Logos, Postcards, TShirt Designs, etc.

SuperTy.com / MuddyPuddles.org / BlueLollipop.org

May 2016 – Present

- Pro bono graphic design for non profit that Press Packets, Flyers, Logos, Postcards, TShirt Designs

Twig Tape

June 2018 – December 2018

- Created brochure, flyer and web designs adhering to brand identity.

Turner Station Historical Society

October 2011 – February 2018

- Pro bono exhibit and graphic design for Turner Station, MD community museum.

Design 3, Inc., Orange, VA

December 2011 – April 2012

- Map Illustration/Creation for South West Virginia History Museum, Roanoke, VA

Dual contract with Between the Lines for GWWO Architects

March 2011 – December 2011

- New Dundalk H.S. community exhibit graphics, Baltimore, MD

- Project management, graphic design, exhibit design, production files of all graphics.

Capitol Exhibits, Inc., Manassas, VA

October 2007 - December 2007

- Smithsonian Museum of Natural History "Butterflies + Plants: Partners in Evolution" Exhibit

Newseum, Washington, DC

October 2007 - December 2007

- Exhibits including "FBI and the News," Knight Studios Newsroom backdrop, Archival Drawers, etc.

Explus Inc., Dulles, VA

September 2007

- Old Red Dallas County Museum, Dallas, TX - Punch List

Graphics Gallery, Inc., Glen Allen, VA

January 16, 2009 – August 13, 2010

Account Manager / Museum Specialist

- Responsible for museum niche of graphic production output company.

- Responsible for \$300,000+K of sales in first half of 2010.

• Projects have included: Smithsonian American History Museum On The Water Exhibit, Library of Congress Lincoln Exhibit, Library of Congress HERBLOCK Exhibit, Library of Congress, Bob Hope Permanent Exhibit, Library of Congress Jung Red Book Exhibit, New Mexico History Museum, The Hershey Story, Massachusetts of Institute of Technology / Smithsonian Traveling Exhibit - Black Holes, National Marine Corp Museum, Smithsonian National Natural History Museum Human Origins, Arabian Horse Galleries, Lexington KY

- Responsible for Budget Bids, RFQ Bid Estimates, Master Project Plans

- Initiated ideas and problem-solved with designers and clients to fulfill design intent and exhibit function. Suggested value added production methods for cost effective solutions.

GES Exposition Services, Landover, MD

January 3, 2008 - May 2008

Creative Services Graphics Supervisor

- Responsible for scheduling, assigning, leading and coordinating all facets of graphic signage manufacturing/production and graphics staff.

Explus, Inc., Dulles, VA

January 2005 to August 2007

Graphic Project Manager

- Managed multi-million dollar museum projects simultaneously, including: Reginald F. Lewis Maryland Museum of African American History and Culture, Baltimore, MD, "¡Azucar!" Celia Cruz Smithsonian Museum of American History Exhibit, Pompeys Pillar Visitor's Center, MT, Banneker-Douglass Museum, Annapolis, MD, Ft. Benton Visitor's Center, Ft. Benton, MT, Tom Ridge Presque Isle Environmental Center, Erie, PA, Liberty Memorial Museum, Kansas City, MO, Old Red History Museum, Dallas County, TX, Upcountry History Museum, Greenville, SC, Reading Indian Museum Exhibit, Reading, PA, Mt. Auburn Cemetery, Cambridge, MA, ongoing exhibits and museum projects.
- Maintained and reported project graphic budgets. Understood and kept to contract specifications.
- Initiated ideas and problem-solved with designers and clients to fulfill design intent and exhibit function. Read and understood blueprints, shop drawings, conceptual sketches, narratives, and specifications.
- Was responsible for: scanning, file prep, layout, design, approvals, tracking, quality control, etc.
- Liaised between clients, vendors, project management, designers, accounting, detailing and the shop to organize and facilitated all parts of the graphic aspect of each project.

Design Craftsmen, Inc., Midland, MI

2001 - 2004

Graphics Manager

- Managed graphics department of one of the top three museum exhibit houses in the nation.
- Managed multi-million dollar museum projects simultaneously, including: American Museum of Wine and Food, Napa, CA, Wonders of Wildlife, Springfield, MO, Panhandle Plains Historical Museum, Canyon, TX, Turtle Bay Museum, Redding CA, International Spy Museum, Washington D.C., Basketball Hall of Fame, Springfield MA, Miami Aviary, Miami, FL, Alaska Marine Center, Homer, AK, Intel Corporate Museum, Santa Rosa, CA.
- Oversaw staff including project administrators, digital technicians, and graphic production technicians. Scheduled daily workflow for all graphic production group members via hours resource loading and tracking. Initiated and scheduled project production.
- Maintained and reported project and annual budgets. Negotiated vendor contracts and bids and estimated graphic hours and material costs for potential jobs during bidding stage.
- Consistently came in under budget on completed projects; saving \$50,000 - \$250,000+ per project.

Invisuals, Inc., Boston, MA

1998 - 2001

Project Manager / Sales Support

- Assisted the President of New England's leading producer of large format display graphics.
- Averaged \$100,000 to \$500,000 in sales monthly.
- Managed production of tradeshow graphics, vehicle and sign graphics, and retail image fulfillments.
- Coordinated quoting, project development and production, installation, shipping and billing for \$1 Million + clients.
- Processed communication flow between client, sales team, and production/shipping crews.

Kinko's, Inc. , Various Locations in Michigan and Massachusetts

1994 – 1998

Computer Services Manager / Assistant Manager, Technology

- Staffed three shifts for a seven day, twenty-four hour business. Oversaw a fourteen coworker, 22 machine department averaging \$50,000+ in sales monthly. Managed thirty plus employees averaging \$260,000+ monthly from February 1998 to May 1998, breaking regional sales record in April 1998.
- Increased Computer Services monthly sales from \$20,000 to \$45,000+ within five months. Department sales ranking within company rose from #272 to #1 out of 900+ stores internationally. Broke regional sales records seven consecutive quarters. Consistently placed in top ten Computer Services Departments in nation.

Minikal, Inc., Sir Speedy, Boston, MA

1996

Graphics Department Manager / Systems Manager

Michigan Department of Health, Lansing, MI

1994

Graphic Designer / Illustrator

EDUCATION

University of Michigan, School of Art & Design, Ann Arbor, MI
Bachelor of Fine Arts - Graphic Design & Printmaking Minor: Sociology/Communications

1989 - 1993

SKILLS

- Extensive computer experience with Macintosh and PC systems.
- Proficient in Adobe Creative Suite, Microsoft Office, Microsoft Project, Adobe Acrobat, QuarkXpress, Oracle, Filemaker Pro, Macromedia Freehand, Omni Page Pro, Wordpress, iMovie, etc. Worked with HTML, CSS, Adobe Premier and Fireworks.
- Impeccable organization, planning and communication skills. Strong leadership and supervising skills. Exceptional attention to detail.
- Excels in fast paced and consistently changing environment while meeting tight deadlines.
- Self-starting, responsible, resourceful and quick resulting in high quality efficiency and production in extreme stress, pressure and tight deadlines.
- Expanded knowledge in Layout, Color Separations, Illustration, 4-color Processes, Typography, Design Theory, and Color Theory. Can print, mount, cut and weed vinyl, control and maintain multiple types of printers and RIP systems.

ORGANIZATIONS:

SuperTy.com Board of Directors, member – 2017 – Present

Belair Town II HOA, Bowie MD – *volunteer* Communications Committee Head, Newsletter/ Website -2011 - Present

University of Michigan Alumni Association Club, DC – 2005 – Present

Smithsonian Institute Member – 2005 – Present

University of Michigan Alumni Association – 1994 – Present

PORTFOLIO AND REFERENCES AVAILABLE UPON REQUEST