

Daniel Luke Holton

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SUMMARY

A professional with more than twelve years real world creative business experience. An innovative thinker who establishes immediate connections with his peers and works well with or without direct oversight. A team leader with in-depth knowledge of guiding an idea through conception to completion.

ACHIEVEMENTS/EXPERIENCE

Freelance Photographer / Graphic Designer

DLH Creative, Denver, Colorado

- Developed and now operating a successful photography, graphic design and marketing company.
- Notable recent achievements: Currently working with Google as a Google Trusted Photographer. Designed and developed www.WeatherSureSystems.com with top search ranking achieved in under 60 days. Chosen for literary representation by The Nicholas Ellison Agency for *Eat, Ink.* a book about chefs, their tattoos and craft.

Graphic Designer

The Creative Group, Chicago, Illinois and Denver, Colorado

- Works with this division of Robert Half Staffing, Inc. in Senior Graphic Designer, Photographer and Videographer roles.
- Adapts to widely varying work environments ranging from small local companies to Fortune 500 corporations.

Senior Graphic Designer

Apartment Realty Advisors (a division of Frederick Ross Company) - Rocky Mountain Region

- Worked as an integral part of the marketing team for this multifamily brokerage firm charged with over \$2.4 billion in transactions annually. Responsible for print marketing from concept to implementation. Responsibilities included, 60-100 page "Offering Memorandums," 4-color brochures, print ad design, architectural and aerial photography, e-blast email marketing, and advanced mapping design.
- Utilized previous experience and continued learning of aerial photography, GIS map design, and large format printing to develop a ground-breaking package of maps and aerial photographs giving the broker a great edge in ultra-competitive markets. Techniques in Geographic Information Systems (GIS) utilizing MapInfo 9.0 were implemented to create stunning maps that incorporate high-resolution aerial photography and extensive market information for use as sales tools and presentation visuals.

Photographer / Graphic Designer / Marketing Manager

Motivational Creations, Gambrills, Maryland

- Worked directly with owner of this promotional product company to develop a consistent brand including logo and marketing collateral design and website development. Also handled graphic design and overseas production for client products.
- Designed and executed promotional booth at the Great American Beer Festival, Denver, Colorado. Work included booth design & layout, promo model management, logistics, and sales.

Digital Branch Office Specialist

Landiscor Aerial Information, Denver, Colorado

- Performed multiple duties for the Denver office. Work included: Aerial Photography, Graphic Design, Large-format photographic print production and finishing, in-bound sales and customer service.

SKILLS

Graphic Design and Print Production

- Graphic Design
- Print Production/Pre-press
- Typesetting & Print Management
- CMYK colorspace preparation
- Large-format printing and finishing

Technology

- PC (7, Vista, XP, NT) and Mac (OSX 10.5 Tiger)
- Entire Adobe CS5 Suite. Premiere 6.0
- Microsoft Office 2010
- GIS - MapInfo 9.0

Photography & Video Production

- Well versed in Editorial, Fashion, Product, Industrial/Corporate, Sports & Aerial photography
- Advanced Digital Imaging skills
- Proficient in film and digital camera operation
- Adept at strobe, tungsten, and available lighting
- Skilled in FinalCut Pro, and After Effects

Business

- Strong Customer Service/Client Relation skills
- Inbound & Outbound Sales
- Production/Project Management
- Marketing Management

EMPLOYMENT

DLH Creative, Denver, Colorado

The Creative Group, Denver, Colorado

Motivational Creations, Gambrills, Maryland

Apartment Realty Advisors, Denver, Colorado

The Creative Group, Chicago, Illinois and Denver, Colorado

Zemi Photographic, Denver, Colorado

GRI Media Group, Commerce City, Colorado

Landiscor Aerial Information, Denver, Colorado

Owner/Photographer/Graphic Designer, March 2000 - Present

Graphic Designer/Photographer/Videographer, April 2008 - Present

Photographer / Graphic Designer / Marketing Manager, January 2009 - Present

Senior Graphic Designer, December 2006 - April 2008

Graphic Designer, July 2005 - December 2006

Photographer, July 2004 - July 2005

Graphic Designer, May 2004 - July 2004

Digital Branch Office Specialist, May 2003 - December 2003

EDUCATION

DePaul University, Chicago, Illinois

Brooks Institute of Photography, Santa Barbara, California

The Art Institute of Colorado, Denver, Colorado

Entrepreneurship in Global Media - Fall 2009 - Present

Visual Journalism Studies - Spring and Fall 2003

Associate of Applied Science Degree in Photography - Spring 2000