



# Giles vanderHolt

## Work Experience:

### MILTON TODAY TV

(2010 – Present)

Creative Director / Project Coordinator

Developed the look of the brand of MT TV plus all collaterals pertaining to marketing, sales, TV shows and special events, while maintaining brand integrity.

Drove brand awareness via traditional and social media venues.

Coordinated and managed project time lines & budgets with production crews and suppliers for major political event.

Currently producing two new aerobics shows and potential new reality program.

Have produced, directed, shot and edited videos for local businesses and events.

### MOVIE INDUSTRY

(2006 – 2009)

Freelance

Created graphics for all departments while managing budgets, time lines and suppliers. Duties include: art dept. script breakdown, maintaining location photo boards and graphics calendar. Creative includes: floor plans, vehicle graphics, signage, posters, magazines, books, labels and much more.

### GIBSON & ASSOCIATES

(2000 – 2006)

Creative Director

Developed creative strategy, visual design and branding including corporate id, packaging, newspaper/magazine print advertising, direct mail, brochures and POP.

Art directed photo shoots and involved with press proofs.

Confer with copy writing and production department heads to discuss client requirements and presentation concepts. Involved in briefing and client presentations.

### COLET

(2000)

Art Director

Developed marketing collateral for company's client base. Creative included corporate id, promotional materials, consumer product design, direct mail, brochures, magazine design and label designs. Worked directly with clients to create vision and conceive designs.

### SETON

(1998 – 1999)

Senior Graphic Designer

Lead the creative team with the redesign and layout for multiple catalogues, including photography direction and photo retouching.

### ERNST & YOUNG

(1996 – 1998)

Graphic Designer

Creative design for corporate communications. Materials included brochures, newsletters, annual reports, signage, pamphlets, displays and powerpoint presentations.

Maintained brand standards, production time lines and file management.

## Education:

**Sheridan College** Creative Writing

**Ryerson** Architectural Fundamentals

**University of Toronto** Computer Applications/Pre-press - *Certificate*

**Sheridan College** Illustration/Graphic Design - *Graduate Program - Certification*

## Design

POP

Brochures

Magazines

Newsletters

Logo Design

Package Design

Image Retouching

Corporate ID

Promotions

Direct Mail

Illustration

## Expertise

Filming

Video Editing

Project Mgmt

Creative Design

Page layout

Writing

## Tools

Illustrator

Photoshop

Final Cut Pro

QuarkXPress

Powerpoint

Sketchup

## Clients

Arla

Colet

E-Hanger

Pharmaline

Halton Services

Prestige Networks

Royalty Financial

Vince's Market

Gold Bond

Haines

Uzel

## Personal

Continue to explore how fulfilling writing and filming can really be.

I also Salsa