



NICHOLAS HOLLIDAY

CREATIVE MANAGER

(937)-243-8535

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www.nicholasholliday.com

As a 14-year veteran in the creative field, I have a wealth of hands-on experience, industry knowledge, and management skills to bring to your team. I have worked in various industries and have a proven track record delivering impactful results. My expertise in areas such as video production, graphic design, and brand strategy allow me to approach creative direction from a well-rounded, "big picture" perspective. In addition to my technical skills, I am a proven leader and mentor, guiding others to success.

CAREER EXPERIENCE

VIDEO PRODUCTION MANAGER

OCTOBER 2015 - PRESENT

• PROGRESSIVE INSURANCE, CLEVELAND, OH

- Led creative initiatives and managed content within the CRM business segment.
- Spearheaded strategies to enhance employee retention and engagement, devising innovative communication solutions for training programs and mitigating employee turnover.
- Collaborated closely with executive leadership and C-suite to conceptualize and produce business-aligned video content.
- Took charge of end-to-end video production workflows encompassing strategy formulation, script development, filming, video commercialization, and digital asset management.
- Orchestrated and executed multiple high-impact live productions, including "Sales Battle" the flagship sales campaign of the CRM, resulting in an annual written premium exceeding \$7 million.
- Manage and develop a team of creative professionals while providing mentorship to cross-functional colleagues involved in creative development.

VIDEO PRODUCTION MANAGER

SEPTEMBER 2013 - OCTOBER 2015

• CABELA'S, SIDNEY, NE

- Directed external consumer brand marketing campaigns, including the Telly award-winning "Instinct" campaign, "It's in your Nature," "Camp Cabela's," and "XPG" campaigns.
- Worked across marketing driving recommendations and strategy for social media.
- Key contributor in launching the 32 Bridge brand for Grammy and ACM winning country music artist Luke Bryan.
- Oversaw production of internal videos including those within executive communications, product videos for e-commerce, and retail digital signage across U.S. store locations.
- Responsible for \$5 million video advertising budget, managing creative work and associated cost across teams, vendors, and independent contractors.
- Managed and developed five video producers, giving final approval of all creative assets.

VIDEOGRAPHER / EDITOR

APRIL 2012 - SEPTEMBER 2013

• ABERCROMBIE & FITCH, NEW ALBANY, OH

- Created video content and supervised production for international retail store openings, social media, and corporate communications.
- Directed multiple on-boarding videos to increase brand awareness and drive internal hiring.
- Engaged more than four million users monthly across social media channels, across all brands (Abercrombie, Hollister, Gilly Hicks), utilizing video content.
- Worked closely with senior leadership to drive video strategy directly impacting e-commerce sales.

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MOTION GRAPHICS ARTIST / EDITOR

OCTOBER 2010 - MARCH 2012

MEDIASOURCE, COLUMBUS, OH

- Lead animator, for all motion graphics including commercials featured in local and national coverage.
- Collaborated with internal producers to develop concepts, design style frames, create composites, and edit videos across channels (web, mobile, social, and TV) for a variety of clients.
- Partnered cross-functionally to create client pitches, providing creative insight as needed.

VIDEOGRAPHER / EDITOR

SEPTEMBER 2009 - OCTOBER 2010

DISTINCT ADVERTISING, PITTSBURGH, PA

- Lead videographer and editor for the agency, creating TV spots, as well as video content for web and other digital channels.
- Recorded and edited audio commercials for local markets.
- Directed and executed creative for Telly award-winning "Get Your Hands on This" brand campaign.

CREATIVE PROFICIENCY

Brand Strategy / Brand Campaigns / Motion Graphics / Videography / Generative AI / Graphic Design / Color Theory / Audio Editing / Photography / Social Media Trends / 2D & 3D Animation / Lighting / Typography / Photo Retouching / Contract & Licenses / Creative Budget Planning

TECH EXPERTISE

Mac OS / Windows / Cannon / RED / Sony F55 / Live Streaming / Adobe Creative Suite CC / Cinema 4D / Final Cut X / Lightroom / Capture One / Davinci Resolve / Logic Pro / Wirecast / Midjourney / ChatGPT

AWARDS

Silver Telly Award - Brand Campaign, Luke Bryan 32 Bridge
Silver Telly Award - Brand Campaign, Cabela's Instinct
Bronze Telly Award - "Get Your Hands On This" Rivers Casino Commercial
Marketing Excellence Award - Cabela's It In Your Nature
First Place Winner - Siemens' Urban Ideas Video Contest

EDUCATION

BACHELOR OF SCIENCE / MAJOR: VISUAL EFFECTS & MOTION GRAPHICS

THE ART INSTITUTE OF PITTSBURGH, PITTSBURGH, PA, CLASS OF 2009