Suzanne Oberholtzer

ART DIRECTOR/DESIGNER

Orlando, FL

Suzanne Oberholtzer is a creative director and designer experienced in creating compelling advertising, publications, branding, and marketing work across a wide variety of markets. Suzanne has most recently worked as a freelance designer after directing the Design Services team at Bonnier Corporation in Winter Park, Florida, for many years. Her Bonnier experience covered work on more than 50 national magazine brands including Saveur, Popular Science, Destinations Weddings & Honeymoons, Parenting, Field & Stream, Outdoor Life, Islands, Garden Design, and more.

Experience

Director, Design Services

Bonnier Corporation (formerly World Publications)

Winter Park, FL
Mar 2000 - Nov 2015

Achievements:
+ Design/Creative Direction of advertising and promotional materials for 47-plus consumer magazines in print and on tablet
+ Direction of advertising design and development for major Bonnier brands on iPad using the Mag+ and Bonnier Reader platforms, including work for Cadillac, Dyson, Goodyear, Clorox and Huggies.
+ Direction/supervision of full-time design staff
+ Oversight and planning for design and production on large advertising and advertorial programs for print and custom apps
+ Act as lead on creative calls with sales staff, advertisers, and ad agencies to coordinate design and production on projects as needed
+ Promote group capabilities to in-house clients, including sales staff and group publishers
+ Coordinate efforts with IT, Prepress, and Production departments to develop and maintain workflows and file management systems

Advertising Artist

Bonnier Corporation

Winter Park, FL
Jan 2018 - Jun 2018

Worked part-time as a solo advertising designer for multiple brands. Assignments included advertorial and advertising design and production on periodical sections. Corporate reorganization resulted in elimination of this position.

Graphic Designer (freelance)

TKO (Terry, Kane Orlando)

Orlando, FL
Aug 2016 - Mar 2017

Designed marketing and branding materials for this marketing firm.

Design Director

Hand Papermaking, Inc

Beltsville, MD
Jan 2013 - Mar 2017

Served as design director for this international non-profit organization that promotes the art of handmade paper. Duties include design and production of the bi-annual magazine and working with the executive director on other branding and marketing initiatives. This is a part-time contract position.

Graphic Designer (freelance)

You Should Run

Orlando, FL
Feb 2016 - Jul 2016

Designed branding, marketing and collateral materials for candidates for this political marketing firm.

Senior Designer

Harcourt

Orlando, FL
Sep 1999 - Mar 2000

Worked as senior designer to produce elementary school language
arts textbook.

Advertising Art Director

World Publications

Winter Park, FL
Oct 1996 - Sep 1999

Duties included designing and producing display ads, special advertising sections, and marketing materials for ten consumer magazines.

Art Director

Washington University in St. Louis, Publications Office

St. Louis, MO
Jul 1985 - Jul 1995

Led the Publications Office designers in effectively communicating the Washington University story to outside audiences. Responsibilities ranged from initial concept to final product on a wide spectrum of projects; directed the professional design staff and student designers, worked with outside vendors, assigned and provided art direction oversight for all projects, prepared and presented proposals to clients, developed client relations on behalf of the Publications Office, and acted as lead in coordinating branding implementation and coordination throughout the University community.

Education

B.S. in Communications

Southern Illinois University at Carbondale

Carbondale, IL

Major: Journalism with Advertising specialization
Minor: Marketing

New section

Software Proficiencies

Adobe CS, Mag+ and Bonnier reader for iPad, currently learning Adobe DPS

New section

Professional Activities

+ University & College Designers Association UCDA is a national organization for designers and educators in higher education. Served on the Board of Directors and Executive Committee from 1995-1996
+ 2001 HOW Design Conference in Orlando
+ 2008 UCDA Design Conference in Savannah
+ 2012 HOW InHowse Design Managers Conference in Boston

Community Activities

Board of Directors, A&H Museums - Maitland: serving on the Executive Committee since 2009. Led the Branding Task Force in 2010 to create a branding program for the newly merged organization.