



## CREATIVE

I CONNECT THE **DOTS** BETWEEN  
STRATEGY • DESIGN • EXECUTION

**ADAM  
BOLTON**

Graphic Designer &  
Multimedia Specialist

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2917 VILLA WAY, MENASHA, WI 54956

## PORTFOLIO

[www.abcreative.me](http://www.abcreative.me)

## ABOUT

Senior Graphic Designer and Multimedia Specialist with **10+ years of experience** delivering brand, video, and digital marketing initiatives across diverse industries. Known for connecting the dots between strategy, design, and execution to create cohesive campaigns that drive engagement, strengthen brand consistency, and support business growth.

## SKILLS

- **Creative & Design**  
Brand Identity, Campaign Design, Creative Direction
- **Digital & Marketing**  
Social Media Strategy, Content Creation
- **Production**  
Print Production, Vendor Management, Installation Oversight
- **Multimedia**  
Videography, Video Editing, Photography, Audio Editing
- **Tools**  
Adobe Creative Suite, Microsoft PowerPoint, Microsoft Word, Canva

## EDUCATION

**WESTERN WISCONSIN TECH COLLEGE, LA CROSSE, WI**  
**Graphic Design**  
September 1999 - May 2001

## EXPERIENCE

**EVERGREEN HOME LOANS**  
**Senior Graphic Designer/Videographer**  
May 2023 - Current

- Lead design and production of multi-channel marketing campaigns supporting a distributed salesforce, including email, social, print, and web assets
- Improved brand consistency across all marketing touchpoints by standardizing visual systems and asset libraries
- Partner with leadership to execute strategic campaigns
- Manage end-to-end print production, reducing vendor inefficiencies and ensuring on-time delivery
- Provide creative direction and mentorship to internal and freelance designers

**AMERIFIRST HOME MORTGAGE**  
**Senior Graphic Designer**  
May 2021 - February 2023

- Collaborated with senior leadership to develop integrated marketing campaigns across print, digital, and social channels
- Produced high-impact assets including product campaigns, newsletters, ads, infographics, and event collateral
- Managed projects end-to-end—from concept through execution—ensuring consistency and alignment with business goals
- Supported brand growth and product expansion through cohesive, multi-channel marketing programs

**UNISON CREDIT UNION**  
**Senior Graphic Designer/Videographer**  
October 2018 - May 2021

- Served as creative lead for all marketing initiatives across digital, print, and video
- Developed and executed campaigns for lending and deposit products, supporting member growth and engagement
- Produced and edited video content including commercials, podcasts, and social media campaigns
- Managed full social media content lifecycle, increasing consistency and brand visibility
- Directed photography and event coverage to support marketing and community outreach efforts

**INSPIRE CREATIVE CO**  
**Owner**  
June 2006 - October 2018

- Founded and operated a full-service design and print company delivering branding, marketing, and production solutions to small and mid-sized businesses
- Built and managed vendor network across print and mail houses to optimize cost and quality
- Led client strategy for branding, trade show design, and marketing campaigns
- Consistently delivered projects that improved client visibility and market positioning