



Adam Bolton

Graphic Designer & Multimedia Specialist

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About.

Hello, I'm Adam—a Senior Graphic Designer and Multimedia Specialist with 10+ years of experience creating impactful brand, video, and digital marketing solutions across a wide range of industries. I enjoy connecting strategy, creativity, and execution to develop cohesive campaigns that engage audiences, strengthen brand identity, and help businesses grow. Whether I'm designing a brand, producing multimedia content, or bringing a marketing campaign to life, my focus is always on creating work that is both visually compelling and strategically effective.

Take a look for yourself.

Portfolio.

www.abcreative.me

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