

JOHN HOLTSCHNEIDER

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PROFESSIONAL SUMMARY Dynamic and adaptable leader transitioning into the mental health field, leveraging 20+ years of experience guiding high-performing creative and marketing teams in complex corporate settings. Passionate about supporting individuals recovering from traumatic brain injuries and strokes, with a deep personal understanding of the challenges they face. Skilled in communication, strategic thinking, and human-centered, problem-solving skills.

WORK EXPERIENCE

Creative Director, Harry & David **Jan 2021 - Present**

- Lead and mentor a multidisciplinary creative team of 10+ professionals, fostering collaboration, problem-solving, and professional growth.
- Developed strategic brand and marketing campaigns that contributed to a 15% increase in customer engagement and a 10% boost in revenue.
- Manage multimillion-dollar creative budgets and high-pressure deadlines, ensuring projects consistently met deadlines and stayed within 5% of projected costs.

Senior Art Director, Harry & David **Nov 2012 - Dec 2020**

- Led the conceptual development and execution of multi-channel marketing campaigns, ensuring brand consistency across digital, print, and packaging.
- Managed and mentored a team of designers and art directors, fostering a culture of creativity, innovation, and professional growth.

Senior Designer, Sears Holdings **Sept 2008 - Oct 2012**

- Led the design and development of seasonal marketing campaigns, collaborating with cross-functional teams (marketing, merchandising, and product development) to deliver high-impact visual assets that aligned with brand strategy and drove customer engagement.
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EDUCATION

Bachelor of Fine Arts

St. John's University - New York, NY
Concentration Design and Photography

SKILLS

- **Communication & Storytelling:** Skilled at conveying complex ideas in a clear, relatable way.
 - **Collaboration & Teamwork:** Experienced in working across disciplines and balancing perspectives.
 - **Problem-Solving & Adaptability:** Able to think critically and develop creative solutions.
 - **Empathy & Cultural Competence:** Strong ability to connect with diverse populations.
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PROFESSIONAL MEMBERSHIPS

- American Counseling Association (ACA) - Member
- Association for Experiential Education (AEE) - Member