

# KENNY HOLCOMB

288 third st. apt 2  
jersey city, nj 07302  
917.439.3226 | kennyholcomb@gmail.com  
kennyholcombdesigns.com

ART DIRECTOR + GRAPHIC DESIGNER

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## KENNY HOLCOMB DESIGNS

### SELF-EMPLOYED

- > Create concepts, art direct, and design cover, interiors, and marketing pieces for clients.
- > Clients include Women's Wear Daily, Tams-Whitmark Music Library, Fairchild Publishing Summits, Random House Publishers, Holiday House Publishers, SparkNotes.com (Barnes and Noble), Bloomsbury Publishers, Henry Holt Publishers, Egmont Publishers, Guideposts, Worthy Publishing, Broadway Inspirational Voices, 54 Below, Penske Media Group, The Duplex, The Grove Hotel & Ice Palace Entertainment Complex, The Laurie Beechman Theatre, Commercial Theatre Institute, and various Broadway/cabaret performance flyers/posters/cd covers.

**APRIL 2013**

**PRESENT**

## RANDOM HOUSE PUBLISHERS

### SENIOR DESIGNER / CHILDREN'S

- > Created concepts, art directed, and designed cover and interiors for Delacorte Press, Wendy Lamb Books, Bantam, and Doubleday.
- > Executed design work for 90+ titles annually
- > Designed jacket covers for best-selling authors Condoleezza Rice (autobiography and *NY Times* best-seller); Judy Blume (*Are You There God, It's Me Margaret, Deenie*, and 6 others); Ann Brashers (*The Sisterhood of the Traveling Pants* repackage); Wes Moore (autobiography); Justice League (series with Comedy Central and DC comics); Alias (series based on top rated ABC TV show); *Christian The Lion* (non-fiction, *NY Times* best-seller, You Tube sensation); Patricia Reilly Giff (Newbery Honor Award winner); Andrew Zimmerman (Travel Channel autobiography); Gary Paulsen (best-selling author)
- > Liaison for art department between sales/marketing/media/publicity/sub-rights

**APRIL 2013**

**JUNE 2001**

## BROADMAN & HOLMAN PUBLISHERS (NASHVILLE, TN)

### ART DIRECTOR

- > Developed and created all covers for trade publishing division
- > Handled 160+ titles annually
- > Oversaw and managed \$800,000+ cover and design budgets
- > Created book titling and copy with editorial/marketing staff
- > Art directed author photo shoots
- > Worked with Marketing design team to ensure quality control on all marketing collateral pieces
- > Art directed, conceptualized, and designed product catalogs (6 per year)
- > Managed design and copywriter staff
- > Oversaw all presentation meetings for cover approvals with sales/marketing/editorial departments
- > Maintained author relations for marketing department
- > Cover designs have been featured on *The New York Times*, *USA Today*, *Publisher's Weekly* best-selling lists and shown on *Dateline (NBC)*, *The Today Show*, *People*, *MSNBC*, *ESPN*, *The Golf Channel* and numerous other television and print outlets.

**MAY 2001**

**JUNE 1998**

## CREATIVE SERVICES MANAGER

- > Designed all packaging concepts, point of purchase materials, marketing pieces, cross promotional ad pages, and advertising
- > Oversaw production on all marketing pieces created
- > Submitted bids for production and selected vendors to produce
- > Maintained schedule and budgets to ensure proper delivery
- > Worked and maintained relationships for publisher with graphic designers, photographers, and production vendors
- > Oversaw company and author websites)
- > Produced radio spots for trade book advertising

**JUNE 1998**

**MAY 1996**

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## **WORD/MARANATHA ENTERTAINMENT** (NASHVILLE, TN) MARKETING MANAGER

**JAN. 1993**  
**JUNE 1996**

- > Created and implemented entire marketing plans for 20+ record releases for 2 divisions
- > Developed and maintained budgets and fiscal year budgets for divisions
- > Created and developed marketing and point of purchase materials with retail
- > Interacted and presented sales presentations with sales and distribution teams and key national accounts
- > Created and maintained entire purchase order system
- > Produced artist and product EPK's for retail and publicity
- > Maintained 10,000+ consumer name database
- > Liaison between production and record company
- > Generated P&L sheets for release schedules, while maintaining certain financial hurdles
- > Coordinated tour support, in-store promotions and appearances for artist roster

## **AWARDS**

- > *The Pull of the Ocean* (Silver Medal Award, The Society of Illustrators)
- > *Payne Stewart: The Authorized Biography* (Overall Trade Book - Retailer Choice of the Year; Best Total Overall Trade Book, Best Total Overall Campaign of the Year; Best Marketing Campaign - CBA Impact Awards)
- > Best Booth Award - Books/Music/Retail Product (CBA Impact)
- > Best Design New Trade Booth of the Year (CBA Impact)
- > Trade Advertisement of the Year - Concept and Design (CBA Impact)
- > Best Total Overall Product Advertising Campaign of the Year (CBA Impact)

## **SKILLS**

Adobe Creative InDesign, Adobe Photoshop, Illustrator  
MS Office, Acrobat, Wordpress, Retouching. Pre-press, Photoshoot Art Direction and Styling, Scanning, Press Checks, Digital Printing

## **EDUCATION**

Music Industry Management - Associates Degree  
The Music Business Institute, Atlanta GA

## **ONLINE PORTFOLIO**

kennyholcombdesigns.com