

## Experience

- 2012-current*  
InMobi  
Creative Director, Global Marcom  
SAN FRANCISCO, CA — InMobi is a Mobile Ad Network. As head of Global Marketing and Communications I am currently responsible for the content enrichment, creative direction and brand strategy across all communication touch points on the web, print collateral, video, environmental graphics, mobile apps, digital marketing and presentations. I manage a global team of direct reports, and work in collaboration with regional teams to maintain brand consistency across our global marketing outposts in San Francisco, Bangalore, London, and Tokyo.
- 2010-2012*  
Disney Interactive  
Art Director  
PALO ALTO, CA — Disney Interactive is part of the Walt Disney Company. As head of the Creative Services department for Disney Social Games I was responsible for all of the acquisition and engagement marketing creative. Credits include: Disney Animal Kingdom Explorers, Marvel Avengers Alliance, Disney's Gnometown, Gardens of Time (Mobile), Ghosts of Mistwood, Armies of Magic, Galaxy of Wonder
- 2009-2010*  
Playdom  
Sr. Graphic Designer  
MOUNTAIN VIEW, CA — Playdom is a social games company that was acquired by Disney. I was the principle multi-media designer for brand marketing, user acquisition, social media, and corporate communications supporting all product launch and live service initiatives. Credits include: Sorority Life, Mobsters, Mobsters 2: Vendetta (Mobile), Social City, Big City Life, Tiki Farm, Gardens of Time
- 2008-2009*  
Riverbed Technology  
SAN FRANCISCO, CA — Riverbed Technology is an IT network devices company. As part of the in-house creative marketing department, I produced final print and web graphics for B2B marketing, corporate collateral, web pages, micro-sites, email templates and event materials.
- 2006-2008*  
Variety Magazine  
LOS ANGELES, CA — Variety Magazine is *the* industry standard publication for entertainment. As part of the editorial staff, I was responsible for the print design, typesetting and illustration for daily and weekly special feature sections.
- 2006*  
BCBG Max Azria  
LOS ANGELES, CA — BCBG is a high-end fashion brand. As part of the Marketing and Advertising department I produced print, web and presentation design materials for both internal corporate communications and direct to consumer marketing campaigns.
- 2006*  
Better Homes and Gardens  
DES MOINES, IA — BH&G is a consumer lifestyle magazine for women. I produced graphic design and layout concepts for monthly publications.
- 2005-2006*  
Stelter Company  
DES MOINES, IA — The Stelter Company is a Direct Mail Agency. I produced final print design and graphic solutions for non-profit clients. Clients: National Association of Zoos and Aquariums, United Way, University of South Florida
- 2004-2005*  
Meredith Corporation  
DES MOINES, IA — Meredith Integrated Marketing is an integrated marketing agency and is a subsidiary of Meredith Corporation. As an intern, I produced graphic design concepts and materials for client proposals. Brands: Iams, Carnival Cruise Lines, Walmart, Jeep, Creative Memories

# Betsy Holmes

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## Education

Drake University  
DES MOINES, IA  
BFA, Graphic Design  
BFA, Painting & Printmaking

Graduated Cum Laude  
Recommended Fulbright Scholar

Institute of Italian Studies  
FLORENCE ITALY  
Italian Language and Fine Art

Art Center College of Design  
PASADENA, CA  
Children's Book Illustration

Minneapolis College of Art and Design,  
MINNEAPOLIS, MN  
Drawing and Painting

## Areas of Expertise

Creative Direction, User Interface and Experience Design, Visual Design, Project Planning, Creative Strategy, Brand Development, Mobile and Online Advertising, Video Editing, Video Production, Storyboarding, Print Design, Print Production, Environmental Graphics, Advertising Copywriting, Rapid Prototyping, Photo and Digital Illustration, Content Creation, Vector Illustration, Motion Graphics, Team Leadership, Staff Management, Project Management, Vendor Management and Sourcing

## Technical Expertise

Adobe Creative Suite CS6: (Flash, Illustrator, Photoshop, After Effects, Premiere Pro, InDesign, Bridge, Fireworks, Muse, Dreamweaver, InDesign, Creative Cloud), Wordpress, HTML and CSS, PowerPoint, Word, Excel, Outlook, MacOS, WindowsOS, Omnigraffe, Keynote,