

Holly Mae Taylor

Member of AIGA Boston

The University of the Arts • BFA May 2016

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Work Experience

E-mail Producer Vantage Travel

December 2018 to February 2019 (*contract*)

- Code, test, debug, and schedule the launch of email triggers and direct messages.

- Make existing email templates responsive by adding breakpoints.

- Create web-safe images and upload them to live servers.

- Assist the graphic designers in image research and typography development.

Digital Outreach Assistant Hope Chapel

September 2017 ongoing (*part-time*)

- Develop graphics packages implemented on social media, web, email, outdoor banners, and merchandise.

- Photograph and document various sermons and other events.

Multimedia Design Self-Employed

October 2010 ongoing (*Client references available upon request.*)

- Wireframe, test, and develop B2B and B2C emails, web assets, and other user interfaces.

- Conceptualize and design for printed marketing collateral from business cards to outdoor banners.

- Storyboard, create assets, and animate motion picture using video, graphics, and typography.

Graphic Designer C & J Clarks America

August 2018 to December 2018 (*contract*)

- Create digital media kits containing emails, website banners, and other collateral.

- Produce print media kits including billboards, postcards, flyers, coupons, and in-store displays.

- Edit videography, write HTML, and provide general support to e-commerce, retail, wholesale, and creative teams.

Graphic Designer Tyndall Design

April 2018 to June 2018 (*contract*)

- Storyboard, generate assets, and animate B2B promotional videos.

- Design layouts for print and interactive multi-page sales-training documents.

- Code e-newsletters and other B2B email marketing materials.

Design Production M&M Label

March 2017 to June 2017 (*contract*)

- Produce label artwork for pre-packaged food; order corresponding flexo print production materials.

E-Mail Marketing Specialist Boston College

August 2016 to September 2016 (*contract*)

- Modify and code dynamic emails and design matching social media graphics.

Skilled in Adobe Creative Suite & HTML/CSS

Branding • Typography • Illustration • Organization • Communication • Concept Development • Problem-solving