

Holly Mae Taylor

Member of AIGA Boston

The University of the Arts • BFA May 2016

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Work Experience

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.

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 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.

Interactive Producer Vantage Travel

September 2017 to October 2017 (*contract*)

Conduct image research for travel packages and blogs. Reformat and re-upload images to various servers.

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