

Holly Peacock

Graphic Designer & Marketing Specialist

EMAIL

hollywpeacock@gmail.com

WEBSITE

www.hollylw.com

PHONE

(703) 598 1182

EDUCATION

BA, Journalism & Mass Communications
Visual Communications (Media Arts Minor)
2012 - 2015, University of South Carolina

SKILLS

Microsoft Office - Graphic Design - Adobe Illustrator
Photoshop - InDesign - Logo Design - Wordpress -
Print & Digital Marketing - Email Marketing - Mobile
Marketing - Video Editing - FinalCut Pro - Mac & PC
Friendly - Beginner HTML+CSS - Quick Learner

EXPERIENCE

Social Media Strategist & Web Developer, Hired Hand Websites & Hired Hand Live

January 2018 - Present, Cedar Falls, IA

My job at Hired Hand consists of developing our client's websites and all things social media marketing. I create and execute monthly campaigns, paid ads, and content calendars, as well as design all digital marketing and materials for our social media and blog. I am also responsible for writing blogs, collecting data from our online auctions on Hired Hand Live, marketing our online shop, managing text campaigns, creating GIFs, running social media accounts for our clients which includes creating original content for different industries, and more. For the past year, I have also been developing our websites using HTML and CSS by means of Brackets, FileZilla, and GitHub.

Graphic Designer, HLW Design

April 2017 - March 2018, Cedar Falls, IA

As a freelance designer I have been working with companies on a contract or part-time basis helping with any creative design needs they may have including creating marketing materials for print and web. I have also worked with new businesses to establish their logos and branding as well as marketing collateral.

Marketing Associate, Matanky Realty Group

Sept. 2015 - March 2017, Chicago, IL

My responsibilities at Matanky Realty Group included all marketing, design, and PR tasks. I managed the company website, social media pages, and email campaigns including content, design, and campaign management. I organized all trade show and event materials including booth displays, print materials, promotional items, and general outreach pre and post shows. I also performed jobs such as organizing the first family health fair which is now an annual event, photographed commercial real estate & more.

Graphic Design & Marketing Intern, Softdocs

May 2014 - Sept. 2015, Columbia, SC

While interning at Softdocs, I was responsible for all graphic design, photography, and videography projects. As the company released their new brand identity, I was able to help establish that identity by creating original icons for various web, print, and software UX/UI uses, redesigning print material, and helping to organize and create the new website design. I designed tradeshow booths, took head shots and company group photos, and shot and edited various types of videos from customer testimonials to playful skits.