



Taylor Holland

CREATIVE PROFESSIONAL

- St. Augustine, FL
- 901 626 0050
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- tayholland.com

EDUCATION

BFA, Art – Graphic Design
University of Memphis
2016

SKILLSET & PROGRAMS

- Creative Direction
- Digital Illustration
- Brand Identity Development
- UI/UX Design
- Art Direction for Photo and Video
- Project Management
- Team Leadership and Mentorship
- Email + Social Media Marketing
- Copywriting and Content Editing
- Client/Stakeholder Collaboration
- Event and Tradeshow Design
- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Figma
- Canva
- Procreate
- PowerPoint
- Google Workspace
- Asana
- Airtable
- Shopify



LinkedIn Profile

For full list of career experience, please scan the QR code above.

CAREER HIGHLIGHTS

8+ Years Experience

LUCCHESI BOOTMAKER

Luxury Footwear and Apparel | Digital Marketing | Dallas, TX (Remote)

Digital Art Director & Designer | Contract

07/2023 – Present

- Contributed to a business that generated over \$100 million in revenue in 2023, with my specific team contributing \$33-34 million, representing 33% of total business through e-commerce.
- Generated over \$5 million in revenue from email marketing and nearly \$1 million from SMS marketing in 2023, contributing to 6% of total business revenue, while providing creative input and design.
- Manage a jr graphic designer, providing art direction, project briefs, guidance, overseeing professional development, and ensuring high-quality output in line with company design standards.
- Conceive, develop, and execute digital creative for emails, social media, display advertising, and PPC campaigns, increasing user engagement and conversions.
- Direct the creation of visual assets with internal partners and external resources such as photographers, illustrators, and agencies.
- Assist in wireframing, UX design, and overall appearance of the company website.

MOVORA

Veterinary MedTech | Marketing | St. Augustine, FL (Hybrid)

Marketing Creative Manager

04/2023 – 07/2023

- Served as a creative content liaison between the marketing team and other departments within the company, such as sales, product management, and engineering
- Mentored and managed graphic design team members, providing guidance and feedback

Graphic Designer

02/2022 – 04/2023

- Maintained branding and balanced needs of a global parent company and 5 subsidiary brands
- Collaborated with international teams across multiple brands to execute single brand vision
- Enhanced sales enablement process by creating customer-facing print collateral, social media assets, digital ads, and e-blast content
- Supported Movora Education's in-person workshops and online LMS courses with print and digital academic collateral
- Upheld brand standards across a variety of print formats (signage, product packaging, tradeshow booths, banners, etc.)

TERMINIX

Consumer Services | Internal Communications | Memphis, TN (Hybrid)

Digital & Creative Consultant III

03/2019 – 02/2022

- Developed creative and impactful internal multimedia communications for 11,400+ team members in 300+ Terminix branches across the United States
- Supported in-person and livestream events by designing custom logos, crafting graphics and collateral, running presentations, and videoing content
- Managed Terminix's internal social platform and improved engagement and sentiment by implementing a monthly rewards program
- Designed educational lessons, printables, and social media graphics for Terminix's academic outreach program, Harry's Big Adventure

S2N DESIGN

Brand and Web Agency | Design | Memphis, TN (Onsite)

Graphic Designer

03/2018 – 03/2019

- Worked from brief to launch on branding and websites for 15+ clients
- Maintained creative ownership over multiple accounts and client projects
- Supervised and directed intern in the completion of design projects

ACADIA HEALTHCARE

Mental and Behavioral Healthcare | Marketing | Franklin, TN (Onsite)

Jr. Graphic Designer

06/2016 – 03/2018

- Developed brand identities and marketing campaign materials for new Acadia facilities
- Maintained brand consistency in visual assets across digital and print for 100+ different facilities
- Implemented a new job queue workflow in Jira to enhance design and marketing team collaboration
- Supervised and directed two design interns in the completion of design projects



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Adobe InDesign
Adobe XD
Figma
Canva
Procreate
PowerPoint
Google Workspace
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FREELANCE + INTERNSHIPS

8+ Years Experience

STATUSPHERE

Influencer Marketing | Marketing | Orlando, FL (Remote)

Graphic Designer | Freelance

11/2021 – 03/2022

- Enhanced sales enablement process by designing company collateral, social media content, case studies, and web graphics
- Designed on-trend and on-brand visual elements for both B2C and B2B audiences
- Worked cross-functionally with Sales, Product Design, Customer Success, Brand Partnerships, Member Relations, and Content Marketing teams
- Illustrated brand mascot character, Stevie the pineapple, for Statusphere platform

HUTCHISON SCHOOL

Private College Preparatory Education | Marketing | Franklin, TN (Onsite)

Graphic Design Consultant | Freelance

07/2018 – 01/2023

- Support admissions by creating and maintaining Hutchison branded visual assets across a variety of platforms including print, social, and web
- Improved brand consistency on social media by crafting editable templates in Canva
- Branded the “Summer at Hutchison” summer program to boost camp enrollment and convert attendees into students
- Conducted a site visit of the Hutchison campus and illustrated custom artwork for the Hutchison School Magazine
- Developed the Strong Girl Fest brand and designed all supporting creative for promotion of the event (web graphics, tv ad, social posts, etc.) and for the event itself (banner backdrops, directional signage, maps, t-shirts, etc.)

UNIVERSITY OF MEMPHIS

Higher Education | Marketing | Memphis, TN (Onsite)

Graphic Designer | Internship

08/2015 – 04/2016

- Worked with the university brand to create graphics, update and design layouts for print ads, flyers, social media, emails, special occasion cards, banners, and other marketing materials
- Collaborated with the marketing department to support campaigns with design solutions

THE PARISH SCHOOL

Non-profit Primary and Secondary Education | Admissions | Houston, TX (Onsite)

Exxon-Mobil CSJP Graphic Designer | Internship

05/2015 – 07/2015

- Created compelling graphics and layouts for print and web, including invitations, logos, ads, flyers, email, website, and social media graphics
- Gained non-profit, event, fundraising, and communications experience
- The Exxon-Mobil Community Summer Jobs Program carefully selects 100 candidates each year and awards financial grants to local nonprofit agencies, enabling them to hire college students from the community for summer internships.