



Taylor Holland

Creative Professional

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EDUCATION

BFA, Art – Graphic Design
University of Memphis
2016

SKILLSET & PROGRAMS

Adobe Creative Cloud
Adobe InDesign
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Adobe XD
Microsoft PowerPoint
Google Web Designer
SharePoint
Constant Contact
Mailchimp
Asana
Illustration
Photography
Photo Editing
Project Management
Email Design
Social Schedulers
Art and Photo Direction
Event and Tradeshow Design
Team Management



LinkedIn Profile

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

CAREER HIGHLIGHTS

8+ Years Experience

Movora

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

Marketing Creative Manager

04/2023 – 07/2023

- Collaborated with Marketing Director to develop and oversee execution of creative marketing projects and campaigns from start to finish
- Collaborated with designers, photographers, videographers, and other external partners to produce on-brand, high-quality assets
- Managed day-to-day progress of multiple projects at once, ensuring all deadlines were met, and deliverables were of the highest quality
- Mentored and managed graphic design team members, providing guidance and feedback to help them grow their skillset

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
- Crafted creative and campaign strategies for omnichannel campaigns (print, digital, organic) designed to reach a variety of target audiences
- Supported in-person tradeshow events by designing custom promotional content to convert prospects to customers
- 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.)
- Worked cross-functionally with Sales, Product Management, Engineering, R&D and Operations

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
- Worked cross-functionally with Safety, Product, Marketing, Events, Community Relations, and Culture & Inclusion teams
- Enhanced sales by creating monthly and quarterly internal sales promotions
- Enriched teammate experience and morale as the Culture and Engagement Team Leader on the Communications Team

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
- Collaborated with the creative director and accounts team to bring client's brands to life
- 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 over 100 different facility brands
- Implemented a new job queue workflow in Jira for the design and marketing teams
- Supervised and directed two design interns in the completion of design projects