

Katy Hollyday

Contact

katyhollyday@gmail.com
781.799.2130

Location

Washington, D.C.

Portfolio

katyhollyday.carbonmade.com

Education

American University

Washington, D.C., Class of 2017

Bachelor of Arts degree in Public
Relations and Strategic Communication;
Minor in Graphic Design

Dean's List
University Honor's Program

Relevant courses:

Public Relations Portfolio
Public Relations Case Studies
Political Advertising
Digital & Emerging Media Design I & II
Typography I & II

Danish Study Abroad Institute

Copenhagen, Denmark, Fall 2015

Strategic Communications Program

Graphic Design

Design

Typography, web, kinetic and sequential
animation, digital and film photography.

Software

Adobe Photoshop, Illustrator, InDesign,
After Effects, and Premiere Pro

Coding

HTML, CSS, and jQuery

Experience

Digital Strategy Assistant | Veracity Media

Washington, D.C., January 2016 – Present

- Wrote social media content and email blasts, and designed social media graphics for political and progressive nonprofit clients.
- Created and managed clients' websites using WordPress and NationBuilder content management systems.
- Strategized for competitive 2016 congressional campaigns; wrote fundraising emails and social media posts for candidates.
- Reported social media and email campaign success by analyzing Google Analytics, AdWords, and Act Blue data.

Marketing Director | Dance Marathon at American University

Washington, D.C., August 2014 – March 2017

- Developed new website for student-run nonprofit fundraising for Children's Miracle Network Hospitals.
- Directed all of the organization's social media accounts.
- Designed promotional posters, social media graphics and videos.
- Social media campaign resulted in 286 people participating in the 2017 event; in total Dance Marathon raised \$45,000 in 3 years.

Communications Strategist | Pumpehuset Music Venue

Copenhagen, Denmark, August 2015 - December 2015

- Prepared a communications campaign for Pumpehuset, a celebrated and edgy music venue in the center of Copenhagen.
- Created social media graphics, posters, and a promotional video to attract American students to concerts at Pumpehuset.
- Arranged ambassadorial partnership between study abroad program and Pumpehuset to advertise upcoming concerts.

PR and Design Intern | TARIS Biomedical

Lexington, MA, May 2015 – August 2015

- Designed company business cards, letterhead, and corporate overview sheet for an international medical conference.
- Researched for corporate rebranding, particularly for new website.

Graphic Designer | American University College Democrats

Washington, D.C., August 2014 – May 2015

- Designed posters, shareable graphics, and cover photos for College Democrats events, including visits from prominent Democrats.
- Phonebanked for Hillary for America during GOTV push.

Government Relations Intern | JDRF Advocacy

Washington, D.C., September 2014 – December 2014

- Assisted in planning and marketing for the Juvenile Diabetes Research Foundation 2015 Children's Congress advocacy event.
- Researched and wrote blogs on diabetes legislation advancements.