

# BECCA HOLLINGER

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BECCAHOLLINGER.COM

## AWARDS & HONORS

### MUSE CREATIVE

2022 Silver Award for Augusta University

### EDUCATION DIGITAL MARKETING AWARD

2022 Gold Award in Branded Content & Entertainment for Augusta University

### GRAPHIS

2018 Advertising Annual Gold Award  
for ESPN Events Las Vegas Bowl

2017 New Talent Annual Silver Award  
for Swatch Campaign

### AMERICAN ADVERTISING AWARDS

2016 Fort Worth Advertising Federation  
Silver Award for Swatch Campaign

## EDUCATION

FORT WORTH, TX • DECEMBER 2016

### TEXAS CHRISTIAN UNIVERSITY

B.A. Design Studies, Cum Laude  
General Business Minor  
Communication Studies Minor

Study Abroad: Peru & Russia  
Graphic Design Honors Society

American Graphics Institute (AGI)  
Advanced After Effects

## SOFTWARE PROFICIENCY

### ADOBE

After Effects, Dreamweaver, Illustrator,  
InDesign, Photoshop

### MICROSOFT

PowerPoint, Word, Excel

### ONLINE

Campaign Monitor, Figma, Mailchimp

## WORK EXPERIENCE

FREELANCE • WASHINGTON, D.C. • MARCH 2017 TO PRESENT

### DESIGN CONSULTANT

- + Work for a variety of clients on an as-needed basis, primarily in the health care sector.
- + Create thoughtful design materials including branding, presentations, onesheets, and environmental signage.

KIVVIT • WASHINGTON, D.C. • JANUARY 2018 TO FEBRUARY 2023

### SENIOR DESIGN ASSOCIATE

- + Specialized in advertising, design and branding, and information design. Promoted multiple times over five-year tenure — positions included design trainee, design associate 1, design associate 2, and senior design associate.
- + Integrated high-concept messaging and content with intuitive, eye-catching design and assisted clients by transforming complex deliverables into engaging visual materials.
- + Designed a wide range of materials, including print collateral, digital and social ad campaigns, infographics, animations, reports, and video production.
- + Created work that was featured in multiple digital campaigns across the non-profit, healthcare, technology, higher education, and government sectors.
- + Served clients across all six Kivvit offices while generating customized new business proposals and presentations to engage potential clients.

PYTCHBLACK • FORT WORTH, TEXAS • MAY 2016 TO SEPTEMBER 2017

### DESIGNER

- + Hired on full-time after serving as design assistant and freelance designer.
- + Worked directly with ESPN Events on the 2016 & 2017 Zaxby's Heart of Dallas, Lockheed Martin Armed Forces, and Las Vegas Bowls to develop and maintain a comprehensive campaign adapted across social media content, point of sale materials, website, advertisements, and other collateral.
- + Developed an identity for Borrowworks (online financial analytics) and executed projects using several other brands guidelines including Message Sports, and Prim Construction.

SOLERA HOLDINGS • WESTLAKE, TEXAS • FEBRUARY 2016 TO AUGUST 2016

### GRAPHIC DESIGN & MARKETING INTERN

- + Designed and produced print and digital media assets for internal teams and products.
- + Visualized the company mission and evolved brand applications for a global market.

SPECIALTYCARE • HUNT VALLEY, MARYLAND • SEPTEMBER 2015 TO FEBRUARY 2018

### RECORDS CLERK

- + Hired on part-time after serving as 2014 & 2015 summer intern (marketing/HR).
- + Designed various marketing collateral (as-needed).
- + Assisted billing department with collections by sending detailed medical records requests containing confidential patient information.

## SELECTED CLIENT EXPERIENCE

- + Anheuser-Busch
- + Augusta University
- + Blue Cloud Pediatric Surgery Centers
- + ComEd & Exelon
- + Cordis
- + ESPN Events: Las Vegas Bowl, Lockheed Martin Armed Forces Bowl, Zaxby's Heart of Dallas Bowl
- + General Dynamics
- + Google
- + JPMorgan Chase
- + Magna-Tiles
- + PCMA
- + The Advocacy Fund
- + University of Maryland: Clark School of Engineering, GCITP, Office of Extended Studies, Smith School of Business
- + Wynwood BID