Savannah Holloway

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EDUCATION

THE UNIVERSITY OF ARKANSAS AT LITTLE ROCK – Little Rock, AR, USA   *Aug 2018 - May 2022*
Bachelor of Science; Major in E-commerce; Minors in Marketing, Information Technology, and Psychology

Cumulative GPA: 4.0, Summa Cum Laude with Honors, Chancellor's List (2018-2022), Phi Kappa Phi Honor Society (2021), Outstanding Student Award: Information Technology (2020), Outstanding Junior Award: E-Commerce (2020)

Relevant Coursework: Data Analysis and Visualization, Digital Marketing, Principles of Advertising, Consumer Behavior, Marketing Research, Creative Writing

INTERNATIONAL STUDIES ABROAD (ISA) – Seville, Spain   *Feb - Apr 2022*
Study Abroad Program in Spanish Language and Culture

WORK EXPERIENCE

EMERGING ANALYTICS CENTER (EAC) – Little Rock, AR, USA
Web Designer and Social Media Manager   *Jul 2020 - Dec 2021*
- Created and led a team of 4 to develop and manage a new EAC web presence
- Managed the EAC social media presence on Twitter and Facebook (wrote and designed 50+ posts)
- Wrote and edited content on 25+ pages of the website (biographies, project summaries, events)
- Created a web page template and wrote a corresponding user guide for other EAC employees to use
- Built 3 fully-functional, responsive WordPress websites

DILLARD'S CORPORATE – Little Rock, AR, USA
Digital Production Associate   *Sep 2022 - Present*
- Maintain and audit product pages within the Men's, Boy's, and Toys departments on the Dillard's website (as lead DPA for Men's/Boy's)
- Maintain and audit product pages within the Women's and Lingerie departments on the Dillard's website (30+ clothing categories and specialty shops and 100+ brands)
- Write and edit copy for product pages
- Select and resize vendor and creative images for products
- Improve SEO through product categorization and keyword use
- Create outfit suggestions for website users based on brand, trend, and design research
- Communicate with buyers to correct product information errors

UNIVERSITY PROJECTS

STEM COALITION WORDPRESS   *Fall 2020*
- Led a 4-person team to design and create a new website for an academic non-profit
- Analyzed and edited 50+ informational sections (contact information, events, partners, articles) for transfer to a new WordPress
- Collaborated with the client on design and technical choices
- Directed the team's final presentation for the class, clients, and professors

MIMIC PRO SIMULATION   *Spring 2021*
- Digital marketing lead for a mock-tech company
- Budgeted an online ad campaign worth $50,000
- Launched 5+ successful email campaigns
- Ran A/B Ad Tests
- Completed On-site Search Engine Optimization (SEO)

ADDITIONAL

Technical: HTML/CSS, WordPress, Figma, Microsoft Office, Google Suite, Canva, Confluence, ePub, Trello, IBM Management Center
Certifications & Training: Mimic Pro Digital Marketing Simulation, Beginner's Google Analytics