

HOLLI HAMBY

MEDIA . DESIGN . COMMUNICATIONS .

770.862.6822



hollihamby@gmail.com



359 Stillwood Dr
Newnan, GA 30265



EDUCATION

BACHELOR OF ARTS,
BUSINESS MANAGEMENT
Clayton College & State
University - Morrow, GA
2003

SKILL LEVEL

15+ years experience in
marketing and digital content
management

10+ years experience in
graphic design with Adobe
design software (Photoshop,
InDesign, Illustrator,
Lightroom) - classroom
training and self taught

9+ years experience website
management

6+ years experience in social
media management

7+ years experience in
photography

6+ years experience in video
production

Proficient in Microsoft
Office Suite

PROFESSIONAL PROFILE

Creative media and design expert with 15+ years of experience in marketing and digital content management. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments.

HIGHLIGHTS

Web Management: CMS design and management through AEM 6.4, Wix, Squarespace, Shopify, Elexio, and WordPress; some knowledge of HTML

Data Asset Management: STEP (Skill)

Graphic Design through Photoshop, Illustrator & InDesign: logo design; promotional graphics for web, social media and e-newsletters; Print Design: retail catalogs, flyers, postcards, invitations, brochures, rack cards, signs, posters, banners, business card and t-shirts

Marketing Automation: Mail Chimp, Constant Contact and Elexio

Social Media Management: extensive experience managing Facebook and Instagram accounts. Facebook ads, insights, analytics and schedulers. Some Pinterest and Twitter account management

Photography/Video: specializing in people and events; Photoshop; Lightroom; Final Cut Pro X; iMovie

EXPERIENCE

COOPER LIGHTING SOLUTIONS | Peachtree City, GA | Nov 2019 – Present - *Digital Experience Designer*

Design and web content manager supporting projects and tasks related to the CLS website to include:

- Collaborates with various teams to develop, format, and coordinate posting of website content through AEM 6.4
- Dev, Q/A, UAT and production testing/content coordination for two instance migrations
- Team lead in collaboration on business requirements, taxonomy, brand alignment, etc. with brand managers, sales, commercialization, and MarComm to enhance user experience on site
- Manages data tagging and synchronization through AEM and STEP DAM.
- Manages documentation, digital shared database, Jira support tickets, and Usabilla feedback

INTERESTS

Photography
Family
Running
Lake Life

REFERENCES

Available upon request

HOLLI HAMBY PHOTOGRAPHY & DESIGN | Newnan, GA | Oct 2013 – Present - *Owner*

South Atlanta design expert, web manager, and photographer who specializes in people and products. Creator of thoughtful and strategic solutions clients love.

Sample contracts included:

- Worked with *two* different retail companies to increase brand awareness through web, digital communications, and social media: manager and content creator of both Shopify websites; Facebook and Instagram accounts manager; marketing automation through Constant Contact; catalog creation from design to print; photographer of models and products; Google Analytics tracking

KEN NIX & ASSOCIATES, INC. | Peachtree City, GA | Oct 2018 – Nov 2019

Payroll & Accounts Receivable

Supported a small business in Peachtree City who specializes in designing and building data centers for mission-critical environments globally. Responsible for assisting the Finance Director with accounts receivable in Sage Accounting, payroll, and permitting. Additional responsibilities have included:

- Created website prototype through Wix
- Developing new marketing collateral for the business using InDesign

LEGACY CHRISTIAN CHURCH | Senoia, GA | Mar 2013 – Apr 2018

Media & Communications Director

Lead role for developing and implementing an overall communications strategy for the church all while keeping the church's brand culture/identity consistent. Responsible for conceptualizing the church's vision, goals, and values through the mediums of web, social media, graphic design, print, and video.

- Designed/managed website and mobile app (Elexio CMS) utilizing the power of SEO to leverage the visibility of the church; Google Analytics
- Managed all social media platforms through editorial content calendars. [Grew Facebook platform roughly 700%, Twitter 300% and Instagram 30,000% since inception]
- Collaborated with ministry and volunteer teams to develop innovative promotion solutions to help grow their ministry
- Responsible for creating all graphics displayed on projection screens, creating and sending digital communications to the church community

ENERGY SYSTEMS GROUP | Atlanta, GA | Nov 2003 - Mar 2013

Office Manager/Business Development Support

Provided support for potential multi-million dollar energy service contracts in the K-12, university, renewable energy, and government markets for the ESCO.

- Content writing, creation, and review of all materials for performance sales contracts and proposals (RFQs/RFPs)
- Design, creation, and production of marketing collateral as well as website assistance at the regional level
- Coordinator and participant of trade shows and other sales initiatives
- Director of groundbreaking, commencement, and other high profile events