

# Crystal J. Hollis

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## PROFESSIONAL PROFILE

Digital Communications Specialist with a strong attention to detail, excellent communication skills, organizational skills. 7 years of experience in data entry, digital asset management, digital marketing, photography, videography and editing, and social media management.

## SKILLS

- Writing sales copy, marketing plans, social media content, email marketing content, and blogging.
- Photography and videography with Canon T2i, Nikon D600, and Sony HD Camera.
- Photo editing skills including blemish removal, contrasting, color correction, and skin smoothing.
- Video editing skills including gif production, motion graphics, lower thirds, and color correction.

## SOFTWARE PROFICIENCY

- Adobe Premiere, After Effects, InDesign, Photoshop, Bridge, Illustrator, Audition, and Dreamweaver
- Microsoft Access, Word, PowerPoint, Excel, and Outlook
- Website Development including HTML 5, CSS, FTP, 1&1, GoDaddy, WordPress, Instapage
- Mailchimp, ClickFunnels, RepairShopr, Sprout Social, Hootsuite, YouTube, Facebook, Instagram, Twitter

## PROFESSIONAL EXPERIENCE

### Dr. Smart Phones, McKinney, TX

#### 10/2016- Present - Freelance Interactive Producer

- Managed brand's social media, mobile, and email marketing platforms.
- Added alt tags, corrected errors, and posted 50+ Shopify product entries.

### University of North Texas, Denton, TX

#### 11/2016- 03/2017 - Freelance Social Media Assistant

- Photographed campus events and activities for Instagram.
- Used customer service skills to respond to inquiries and communicate with students.

### Greater Denton Arts Council, Denton, TX

#### 08/2016- 12/2016 – Intern

- Assisted with strategic planning and implementation of social media and public relations objectives, increasing followers by 20% and event attendees by 30%.
- Photographed 3 art exhibitions, 5 events, and interviewed featuring artist.

### Parallax Digital Media, Denton, TX

#### 08/2015- 02/2016 – Intern

- Produced and edited over 20 video marketing content for realtors, restaurants, and banking institutions.
- Recorded live to tape for 5 Realtor Association meetings, luncheons, seminars, and panels.

### University of North Texas, Denton, TX

#### 02/2010- 11/2015 – Photo Archivist & Photographer

- Added and corrected metadata to 3000+ digital photo and video collections to maximize productivity and make searching convenient for photography staff.
- Captured over 200 faculty, staff, and graduate student portraits for UNT websites and publications.

## EDUCATIONAL BACKGROUND

### University of North Texas, Denton, TX

2015 - M.A. Interdisciplinary with a concentration in Interactive & Virtual, Digital Communication

2013 - B.A. Radio, Television and Film