CRYSTAL**HOLLIS** RESUME

Digital Media Specialist

PROFILE

Digital Communications and Media Specialist with a strong attention to detail, communication skills, and organizational skills. Over 10 years of experience working with video and photography, as well as digital asset management, social media, and marketing.

CONTACT

Email crystaljhollis@gmail.com

Portfolio crystaljhollis.com

Represented by Creative Circle - Dallas, TX
(214) 521-4000

WORK EXPERIENCE

2020 - **Managing Owner**
MAGNA MEDIA ARTS LLC / CORDIAL COLORS VIDEOGRAPHY | *Dallas, TX*
+ Provides video and photography production and editing services.
+ Manages daily operations, finances, sales, payroll, and marketing.

2020 - **Remote Video Conferencing Technician**
PLANET DEPOS | *Rockville, MD (Remote)*
+ Host remote depositions on Zoom, troubleshooting technical issues and providing recordings for the Court Reporter.

2018 - **Freelance Video Post-Production Specialist**
SOUTHERN METHODIST UNIVERSITY | *Dallas, TX (Remote)*
+ Editing and optimizing raw footage and video exports for the SMU Media Archive.
+ Meticulously inputting metadata and logging job and keywords.

2016 - 2017 **Marketing Specialist, Freelance**
DR. SMARTPHONES | *McKinney, TX*
+ Worked with the Managing Owner developing and implementing marketing strategies, social media content, and e-mail campaigns.
+ Assisted the Web Developer in website design, e-Commerce photography, and advertising content.
+ Designed CRM and mobile opt-in landing pages.

2016 **Marketing and Social Media Intern**
GREATER DENTON ARTS COUNCIL | *Denton, TX*
+ Worked closely with the Educational and Grants/Membership Coordinators to develop social media strategy and content.
+ Captured photo and video of events and exhibitions.
+ Designed and distributed promotional posters and flyers to promote fundraising and publicity.

2010 - 2015 **Student Photographer & Archivist**
UNIVERSITY OF NORTH TEXAS - URCM PHOTO | *Denton, TX*
+ Delivered Faculty/Staff portraits, event, and campus photos for UNT University Relations social media, news, and web content.
+ Logged metadata, and cataloged photo assets in the archive.

PROFESSIONAL SKILLS

Videography	■■■■■■■■■■
Photography	■■■■■■■■□□
Audio Production	■■■■■■■□□□
Editing / Correction	■■■■■■■■■■
Motion Graphics	■■■■■□□□□□
Lighting	■■■■■■□□□□
Graphic Design	■■■■■■■□□□
Web Design	■■■■■□□□□□
HTML / CSS	■■■■■□□□□□
Writing Copy	■■■■■■■■□□
Social Media	■■■■■■■■□□
E-Mail Campaign	■■■■■■■□□□

SOFTWARE SKILLS

Photoshop	■■■■■■■■□□
Illustrator	■■■■■■■□□□
InDesign	■■■■■■□□□□
Bridge	■■■■■■■■■■
After Effects	■■■■■■□□□□
Premiere Pro	■■■■■■■■■■
Dreamweaver	■■■■■□□□□□
Word	■■■■■■■■■■
PowerPoint	■■■■■■■■■□
WordPress	■■■■■■■■□□
Hootsuite	■■■■■■■□□□
MailChimp	■■■■■■□□□□
FileMaker	■■■■■■■■■□
Sprout Social	■■■■■■□□□□

EDUCATION

2014-2015 **M.A. - Interdisciplinary Studies - Interactive and Virtual, Digital Communications Concentration**
UNIVERSITY OF NORTH TEXAS | *Denton, Texas*

2009-2013 **B.A. - Radio, Television, and Film**
UNIVERSITY OF NORTH TEXAS | *Denton, Texas*