

# Katy Hollyday

## Contact

katyhollyday@gmail.com  
781.799.2130

## Location

Washington, D.C.

## Portfolio

katyhollyday.carbonmade.com

## Graphic Design

### Design

Typography, web, kinetic and sequential animation, digital and film photography.

### Software

Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro.

### Coding

HTML, CSS, and jQuery

## Education

### American University

Washington, D.C., Class of 2017

B.A. in PR & Strategic Communications  
Minor in Graphic Design

Dean's List  
University Honor's Program

#### Relevant courses:

Public Relations Portfolio  
Political Advertising  
Digital and Emerging Media Design  
Typography

## Experience

### Deputy Director of Production | Anne Lewis Strategies

April 2018 – Present

- Managed the seven-person Production and Data Analytics team, organized best use of team resources through the 2018 election.
- Strategized and launched acquisition, search, and direct-to-donate ads for Sandy Hook Promise, HIAS, and other nonprofit clients.
- Developed signup pages, donation pages, and surveys for the Gillibrand 2020 presidential campaign launch.
- Designed campaign website for Senator Mazie Hirono.

### Production Associate | Anne Lewis Strategies

May 2017 – April 2018

- Produced digital marketing materials such as fundraising emails, surveys, petitions, ad pages, and web pages for political and nonprofit clients.
- Experienced in data work and email production within Blue State Digital, Blackbaud, IBM Watson Campaign Automation, NGP/EveryAction, Pardot, and Engaging Networks.
- Email fundraising efforts supported victories of Governor Newsom, Sens. Gillibrand, Hirono, Casey, King, Cardin, and Whitehouse, and helped flip Nevada's Senate seat to Jacky Rosen.

### Digital Strategy Assistant | Veracity Media

January 2016 – May 2017

- Wrote social media content and email blasts, and designed social media graphics for political and progressive nonprofit clients.
- Created and managed clients' websites using WordPress and NationBuilder content management systems.
- Strategized for competitive 2016 congressional campaigns; wrote fundraising emails and social media posts for candidates.
- Reported social media and email campaign success by analyzing Google Analytics and ActBlue data.

### Marketing Director | Dance Marathon

August 2014 – March 2017

- Developed new website for student-run nonprofit fundraising for Children's Miracle Network Hospitals.
- Directed all the organization's social media accounts.
- Designed promotional posters, social media graphics, and videos.
- Social media campaign resulted in 286 people participating in the 2017 event; in total American University Dance Marathon raised \$45,000 in 3 years.

### Graphic Designer | American University College Democrats

August 2014 – May 2015

- Designed posters, sharable graphics, and cover photos for College Democrats events, including visits from prominent Democrats.
- Phonebanked for Hillary for America during GOTV push.