

CAROLINE HOLLOWAY

ABOUT ME

9+ years of experience creating digital and print visuals that engage audiences and build brand identity. Skilled in marketing campaigns, social media, and presentations, with a focus on quality and consistency.

EDUCATION

**BACHELOR OF ARTS,
DIGITAL ADVERTISING**
Louisiana State University

INVOLVEMENT

PILATES INSTRUCTOR
Trufusion Dallas

**FUNDRAISING &
COMMS CHAIR**
BvB Dallas

SKILLS

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Microsoft PowerPoint
Digital storytelling
Presentation design
Infographic design
Typography
Digital illustration
Logo design

GRAPHIC DESIGNER

- 📍 Dallas, TX
- @ cholloway1193@gmail.com
- 📞 423.903.6709
- 🌐 www.carolineholloway.com



EXPERIENCE

GRAPHIC DESIGNER
GARTNER, 2021 - PRESENT

- Created digital and print assets for reports, presentations, events, and social media.
- Translated research into clear, engaging visuals for diverse audiences.
- Maintained brand consistency across global campaigns.
- Managed multiple projects under tight deadlines.
- Supported marketing and executive communications with creative design.
- Streamlined workflows with improved tools and practices.

CREATIVE SERVICES COORDINATOR
BAIN & CO, 2018 - 2021

- Coordinated creative projects and ensured timely delivery.
- Acted as liaison between stakeholders and design teams.
- Managed timelines, resources, and workflows for campaigns.
- Maintained brand consistency across all creative outputs.
- Supported event branding, digital, and internal communications.
- Improved processes with project management tools.

MARKETING/GRAPHIC DESIGN COORDINATOR
GOODWILL INDUSTRIES OF DALLAS, 2017 - 2018

- Supported VP of Marketing in developing and implementing programs and communications aligned with Goodwill's mission.
- Produced and distributed marketing content, managed website updates, and executed social media strategies.
- Designed promotional materials including ads, email campaigns, and social media graphics.