

# HOLLY SPROULL

graphic designer and marketing manager

205.370.3783

[hmsproull@gmail.com](mailto:hmsproull@gmail.com)

4208 Avenue G  
Austin, TX 78751

[hollysproull.com](http://hollysproull.com)

## SKILLS

Illustrator



InDesign



Photoshop



After Effects



Premiere Pro



Lightroom



Final Cut Pro



Sales Force



## ACHIEVEMENTS

2022: Developed the brand identity and supported the groundbreaking of 1401 Philomena at Mueller, a Class A Medical Office Building in Austin, TX

2019: Planned and executed the Grand Opening Party for the new Hotel ZaZa in Austin, TX.

2018: Graduated Magna Cum Laude from the University of Alabama

## EXPERIENCE

### GRAPHIC DESIGNER

Transwestern Commercial Real Estate — Austin, TX

*January 2021 - Current*

- Creates high-level marketing initiatives and executes advertising marketing materials for commercial properties totaling 5.1MM square feet estimated up to \$150MM for the Central Texas team
- Specializes in conceptualizing and producing branding, website design, e-newsletters, brochures, multimedia presentations, gifs, infographics, digital illustrations, maps, merchandise and event materials for clients such as Cambridge, Gemdale USA, Molto Properties, Healthcare Realty and Freehill
- Provides customized support for the executive leadership, local and regional marketing team, brokers and property managers
- Facilitates cross-functional partnerships with teams to ideate and launch upcoming groundbreaking and grand openings
- Lead and facilitate all design trainings for the Central Texas marketing team

### PROJECT-BASED GRAPHIC DESIGNER

Studio Foray — Austin, TX

*August 2021 - Current*

- Assists with branding, identity-style guides, digital and social media design for clients like Renovate Your Relationships, LoMo Juice Co, The Essential Market, Together at Peace and 1-800-SUNNY

### FREELANCE DESIGNER

Austin, TX

*August 2020 - Current*

- Completed over 50+ projects specializing in brand development and identity, social media, merchandise design, digital illustrations and wedding suites

### MARKETING MANAGER

Hotel ZaZa — Houston ⇒ Austin, TX

*August 2018 - December 2020*

- Cultivated community partnerships and corporate relationships, and facilitated local media and influencer collaborations
- Managed, developed and scheduled content, graphic design, and photography for all four hotel locations' social media accounts and website
- Conceptualized, coordinated, and executed all in-house and promotional events while delegating tasks to each department of the hotel
- Created graphic materials for internal daily operations and external advertisements including email, newsletters, website, social media, event, environmental and print materials
- Managed the monthly budget, evaluated the occupancy forecast and created entertainment schedule
- Built seasonal room packages, implemented special offers and elevated guests' stay through unique experiences
- Worked closely with the hotel's food and beverage, reservations, spa and sales departments to develop marketing strategies

## EDUCATION

### UNIVERSITY OF ALABAMA

Bachelor of Arts in Public Relations and Graphic Design // 2018

- 2015-2018: The University of Alabama System, Administrative and PR Assistant
- 2017: The Scheduling Institute, Marketing Intern
- 2016-2017: Chi Omega Nu Beta, Merchandise Designer