



Holly Woodruff

www.hollycopter.com | holly@hollycopter.com | (949) 981-5279 | San Diego, CA

Career Summary

Lifelong learner and people-oriented Senior Graphic Designer with 10+ years of experience. From delivering high-caliber and engaging solutions to top brands or passionately starting my own brand on YouTube with almost half a million followers, I am an enthusiastic and versatile designer dedicated to driving innovation.

Expert Skills

Adobe Creative Suite | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Social Media Marketing | Video Editing | Image Editing | Project Management | Microsoft Office | Time Management | Graphic Design | Branding & Identity | Typography

Education

Bachelor of Science, Computer Graphics Design, Minor in Art

University of Mary Hardin-Baylor (UMHB) – Belton, TX [2010]

Employment History

Broadley-James – Irvine, CA [Remote]

Multimedia Designer [Oct 2022 – Present]

- Streamlined document organization, reducing printing turnaround times by 50% and enhancing tracking of legacy files
- Efficiently managed document artwork updates, overseeing approval routing, filing, and collaboration with vendors for printing
- Created visually appealing templates for documentation, ensuring consistent branding and simplified updates

Tempo Communications – Vista, CA

Marketing Assistant [Feb 2021 – Feb 2022]

- Designed printed materials such as instruction manuals, technical data sheets, brochures, and product packaging in Adobe Creative Suite to support product launch initiatives
- Managed digital initiatives including social media posts, e-blasts, and maintained company website to improve customer experience
- Operated key logistics for tradeshow attendance including developing marketing materials, email blasts, print collateral, and booth displays to support sales team and generate leads

Google (YouTube) – San Diego, CA

Multimedia Content Creator [Nov 2011 – Feb 2021]

- Designed squishy toys and their packaging for global companies that have been mass produced and sold worldwide
- Orchestrated high-quality video and photo product advertising for major brands including Mattel, Sanrio®, Loungefly, and The Pokémon Company
- Established audience of over 440,000 subscribers and over 97 million views on YouTube Channel, *TheHollycopter*, with demonstrated communication abilities, personality, and self-starter attitude

RMG Networks – Dallas, TX

Senior Multimedia Designer [Sept 2011 – Dec 2015]

- Mediated with clients in the Fortune 100 to design custom-branded digital signage solutions in the form of door displays, kiosk, interactive touch screens, way finding, menu boards and desktop widgets
- Developed marketing materials for tradeshows including email blasts, print materials, video, and booth graphics for various audiences (Supply Chain, Call Center, Hospitality, Retail, etc.)
- Orchestrated multiple concurrent projects and delegated work to team members to meet deadlines