

I am Hollis Murphy:

coffee addict. 803.920.3217
 kitchen goddess. www.hollismurphy.com
 compulsive cleaner. hollismurphy@hollismurphy.com
 adorer of sans serif fonts.
 illustrator.
 graphic designer.

visual communicator.

Objective: To obtain a position as a member of your organization that utilizes my skills, work ethic, and achievements as a graphic designer, illustrator and visual communicator.

Education

2006-2009
 B.A. in Visual Communications
 School of Journalism and Mass Communications
 University of South Carolina

Experience

1/2009 - Present:
 Graphic Designer
 Office of Campus Recreation, University of South Carolina

5/2007 - 12/2008
 Interactive Graphic Artist
 South Carolina Department of Parks, Recreation & Tourism
 (SCPRT)

1/2007 - 7/2007
 Graphic Design Intern
 University Technologies, University of South Carolina

Created, Designed and Managed Projects

Created graphics and design for SCPRT: brochures, magazine articles, web advertisements and promotions, websites, eNewsletters

Developed word games, coloring pages and trivia for children's sections of multiple websites and eNewsletters for SCPRT

Website content management, updates and maintenance for SCPRT

Logo Design for: Appreciative Advising in Columbia, SC; Palmetto Cup event, Outdoor Recreation Bike Shop, Rangers program at SCPRT; Que Syrah restaurant in Columbia, SC

Created graphics and design for Campus Recreation: magazine ads, newspaper ads, web promotions, post cards, handouts, signs, stand-up banners, event logos, publication covers, eNewsletter

Website Design and maintenance for Campus Recreation

Research and Development

Research and development of campaign against illegal downloading and sharing of copyrighted material on campus for USC University Technologies

Developed games, online tips and facts about downloading and sharing based on research

Developed and designed media campaign based on research: posters, brochures, and web-based information

Account Management

Acted as account manager and lead contact for web-advertising sales and placement on multiple sites for SCPRT

Acted as lead contact for multiple outside vendors contributing to interactive web-based game development and promotion on multiple websites for SCPRT

Technical Skills/Software

Illustration: from concept and from photo reference

Photography & photo management: Resizing, editing, resolution editing, cataloging and archiving

Adobe Creative Suite 4: Illustrator, InDesign, Photoshop, Dreamweaver, Flash

Apple Motion, FinalCut Pro, Soundtrack Pro, iDVD Pro

Microsoft Office: Word, Excel, PowerPoint, Outlook

Quark

Accomplishments, Honors, Awards

Flexibility Within Fiscal Restraints: cut printing costs of bi-annual brochure for Campus Recreation

By refocusing the promotional efforts of Campus Recreation to an interactive web-based approach, a marketing strategy that cut printing and distribution costs of 10,000 copies of a bi-annual brochure, I alleviated a major stress on the tightened budget of the 2009-2010 fiscal year.

Reaching Target Audiences: utilizing student media with high readership

Two ad designs for Campus Recreation published in the Daily Gamecock, a university newspaper, reach 30,000, Fall 2009

Four ad designs for Campus Recreation published on the back cover of Garnet and Black, a university magazine, reach target audience of university students, Fall 2009 - Spring 2010

Academic Honors and Awards

Kappa Tau Alpha - Journalism National Honor Society

Phi Beta Kappa - Academic Honor Society

Dean's List - University of South Carolina