

WILL HOLLINGSWORTH

MEDIA MARKETER | CONTENT CREATOR



email: willsigholli@gmail.com
phone: (330)-442-7960
location: Kent, Ohio
website: https://willsigg.com/

Employment

Programming Associate - Reed Memorial Library

Dec 2024 - Present

Spearheaded promotional campaigns for 12+ community programs annually, handling graphic design, copy-writing, and program content. Was a local outreach librarian selecting and delivering materials to patrons. Ran makerspace programs including the podcast "Wake Up, Ravenna!" Utilized Canva and other design tools to create promotional and technical material for the library.

Visual Media Specialist - Naturepedic

Oct 2022 - Aug 2023

Directed all aspects of multimedia advertising, including video, photography, and audio content, driving brand recognition and engagement. Cultivated partnerships with production studios and talent agencies to optimize creative output and campaign effectiveness. Spearheaded innovative projects to enhance product visibility and customer engagement.

Director of Social Media - Holland Management

Mar 2021 - Feb 2022

Crafted and executed dynamic social media strategies, leveraging interviews and testimonials to connect with local communities and amplify brand presence. Traveled to diverse locations to capture compelling video content, overseeing editing and post-production processes for maximum impact. Implemented data-driven approaches to optimize content performance and drive audience growth

Lead Graphic Designer - Herps Alive Foundation

Nov 2019 - Mar 2021

Revitalized brand identity through the redesign of logos and visual materials, aligning with organizational goals and values. Conceptualized and executed successful fundraising campaigns, including a highly effective "buy the building" initiative. Utilized creative design strategies to convey mission-driven messaging and inspire community support.

Skills



PHOTOSHOP

10+ Years



PREMIERE

10+ Years



AFTER EFFECTS

10 Years



ILLUSTRATOR

10 Years



BLENDER

8 Years



CANVA

2 Years

Education

Associates in Videography and Media

Stark State University
2022



BFA Graphic Design *University of Akron*
2015



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