

# Hollis Collman

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A colorful and collaborative professional with an interest in marketing, brand development, public relations, and client engagement. Eager to contribute to marketing efforts through my background in content creation, social media management, people skills, and strategic communication.

## EDUCATION

### College of Charleston

Bachelor of Arts in Communication, Minor in Sociology  
Grade: Cum Laude

Charleston, SC

May 2025

## EXPERIENCE

### One Region Strategy

*PR/Marketing Intern*

Charleston, SC

January 2025 – May 2025

- Redesign One Region's website: update content, mission statement, and key initiatives.
- Develop and implement a social media strategy to enhance brand presence and engagement.
- Manage LinkedIn content, craft posts to highlight impact, success stories, and key initiatives. Increased following and engagement by 40% in 8 weeks.
- Research regional initiatives and industry trends to support marketing and PR efforts.

### Department of Communication, College of Charleston

*Outreach Associate*

Charleston, SC

September 2024 – May 2025

- Create digital and social media content for Instagram and LinkedIn, increasing Instagram engagement by 200% within three months.
- Represent the Department of Communication at special events, recruiting new majors and minors while promoting opportunities within the department.
- Coordinate the department's social media presence, curating content to reflect key messages and audience interests.
- Assist with administrative duties, including staffing the reception desk, and maintain consistent and relevant messaging across platforms.

### The COMM Agency, College of Charleston

*Agency Associate, Charleston Wine + Food Festival*

Charleston, SC

September 2024 – May 2025

- Design and produce external messaging: community outreach, partnerships, community events participation, internal comms, thought leadership, CSR efforts and brand visibility.
- Collaborate with the internal team to create personalized social campaigns for the client.
- Conduct primary and secondary research to inform communication planning efforts.
- Outline client needs/goals, collect data and develop detailed timelines to satisfy goals.

## ACTIVITIES

- 2024 – 2025 Martin Scholar, The Martin Center for Mentorship.
- Recipient of 2024 Panhellenic High Standards and Character Scholarship.
- Member of Chi Omega Fraternity.

## SKILLS

- **Content Creation:** Blog writing, storytelling, video creation and strategic message design.
- **Social Media Management:** Proficient in Instagram, Facebook, LinkedIn, TikTok, and YouTube.
- **Campaign & Newsletter Development:** Experienced in using MailChimp, Canva, Excel, Word and PowerPoint for visual and written content creation.
- **Interpersonal & Communication Skills:** Strong written and oral skills in English, experienced in public speaking and customer service with experience in event representation and public engagement.
- **Fluency in Online Software:** Various AI platforms (ChatGPT, Microsoft CoPilot, Claude AI), Zoom, Slack, Google Suite.