

# Hollis Collman

Charleston, SC • holliscollman1@gmail.com • 704-512-9600 • [www.hcollman.com/](http://www.hcollman.com/)

A motivated and detail-oriented senior communications student eager to gain hands-on experience in marketing, public relations, and client engagement. Seeking an entry-level position to deepen understanding of agency operations and contribute through my background in content creation, social media management, and strategic communication.

## EDUCATION

### College of Charleston

Bachelor of Arts in Communication, Minor in Sociology

*Relevant Coursework:* Strategic Communications, Communication Research Methods, Message Design and Influence

Charleston, SC

May 2025

## EXPERIENCE

### OHM Radio 96.3 FM, Media Reform SC

*PR/Marketing Intern*

- Managed social media for the station, increasing engagement by 15% on key platforms such as LinkedIn and Instagram.
- Produced and hosted weekly show, *Happy Hour with Holly*, growing audience interaction.
- Generated press releases for local events and MailChimp campaigns for weekly show archives, developing newsletters for 800+ subscribers.
- Drafted new press kit to attract potential underwriters.
- Managed email, news, and social media contact list.

Charleston, SC

June 2024-August 2024

### Department of Communication, College of Charleston

*Outreach Associate*

- Crafting digital and social media content for the Department of Communication and the Martin Center for Mentorship in Communication on both Instagram and LinkedIn. Increased Instagram engagement by 200% in 3 months.
- Promoting Department of Communication opportunities, representing COMM at special events, and recruiting new majors and minors.
- Staffing the Department of Communication front office reception desk and other administrative duties.

Charleston, SC

September 2024–Present

### The COMM Agency, College of Charleston

*Agency Associate, Charleston Wine + Food Festival*

- Designing and producing external messaging: community outreach, partnerships, community events participation, internal comms, thought leadership, CSR efforts and brand visibility.
- Collaborating with internal team to create personalized social campaigns for client.
- Conducting primary and secondary research to inform communication planning efforts.
- Outlining client needs/goals, collecting data and developing detailed timelines to satisfy goals.

Charleston, SC

September 2024-Present

## 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, and strategic message design.
- **Social Media Management:** Proficient in Instagram, Facebook, LinkedIn, TikTok, and Spotify.
- **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 delivering presentations with experience in event representation and public engagement.
- **Fluency in AI software:** ChatGPT, Microsoft CoPilot, Notebook LM, Dall-E.