

Hollis Collman

Charleston, SC • holliscollman1@gmail.com • 704-512-9600 • www.linkedin.com/in/holliscollman

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, Charleston, SC, May 2025

Bachelor of Arts in Communication

Minor: Sociology

Dean's List 2022-2024

Relevant Coursework:

CofC Student-run communications firm (The COMM Agency), Strategic Communications, Communication Research Methods, Message Design and Influence

EXPERIENCE

OHM Radio 96.3 FM

Media Reform SC, Charleston, SC

PR/Marketing Intern, June 2024 - July 2024

- Managed social media for the station, managed weekly Instagram reels and social media posts, increasing engagement by 15% on key platforms such as LinkedIn and Instagram.
- Produced and hosted weekly show, *Happy Hour with Holly*, driving 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.

Department of Communication

College of Charleston, Charleston, SC

Outreach Associate, September 2024 – Present

- Crafting digital and social media content for the Department of Communication and the Martin Center for Mentorship in Communication on both Instagram and LinkedIn.
- Promoting Department of Communication opportunities.
- Representing COMM at special functions and events.
- Recruiting new majors and minors.
- Staffing the Department of Communication front office reception desk and other administrative duties.

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, and MS Office for visual and written content creation.
- Interpersonal & Communication Skills: Strong written and oral skills in English, with experience in event representation and public engagement.