

Ainsley Holman

designer & copywriter

experience

post graduate creative intern

GOLIN, new york, ny

06/2022 - present

- Write copy for projects ranging from social and live streams to product launches and brand manifestos, contribute to brainstorming for engaging ideas, attend and collaborate on briefs, write compelling messages, and edit existing copy.
- Create unified marketing campaigns and coordinate design logistics, develop creative content for social media, create in-house social media content, utilize various design and social media platforms, and work on layout and design for various clients and projects.

creative director

UNIVERSITY GIRL MAGAZINE, syracuse, ny

08/2021 - 05/2022

- Responsible for deciding the overall direction of the issue, oversaw and lead all photoshoots (fashion, hair, makeup, workout, and cover), posed and styled models, and managed all public relations aspects of *University Girl Magazine*.
- Ensured that all aspects of the digital and editorial fronts directly reflected the predetermined brand and aesthetic of *University Girl Magazine*, assisted in managing all social media accounts, and created engaging, fresh content

Earlier positions: *Editor-in-Chief* (May 2020 - May 2021), *Assistant Managing Editor* (Jan. 2020 - May 2020), *Digital Director* (Sept. 2019 - Jan. 2020), *Print and Digital Contributor* (Sept. 2018 - May 2022)

public relations intern

STRAUSS MARKETING & PR, dallas, tx

08/2021 - 12/2021

- Helped oversee all active accounts and clients specializing in luxury, fashion, beauty, and hospitality, wrote and edited copy for press releases, social media, and more, and assisted in event planning for businesses and partnerships.
- Worked with clients to ensure success of their event, ranging from product launch parties to large-scale galas and coordinated with clients and managers to create aesthetically pleasing brand kits and social media content

event planning intern

DRUNK YOGA, new york, ny

04/2021 - 08/2021

- Planned virtual yoga events, oversaw all social media accounts (10k+ followers), created month-by-month event and content calendars, and coordinated travel and itineraries.
- Produced a cohesive and engaging brand kit and aesthetic for public relations and marketing purposes, utilized graphic design platforms to create consistently engaging content, and conducted regular engagement analysis to ensure efficient and relatable content

education

syracuse university

S.I. Newhouse School of Public Communications
B.S. Magazine Journalism; Fashion & Beauty Milestone

Maxwell School of Citizenship and Public Affairs

B.A. European History

Activities/Societies: Delta Delta Delta (Recruitment Chair), Phi Alpha Theta,

Women in Communications, Danceworks

2018 - 2022
Magna Cum Laude

skills

Microsoft Word, Powerpoint;
Adobe Photoshop,
Illustrator, InDesign,
Premiere, Lightroom

Weebly, Wix, Squarespace;
Twitter, Instagram,
Snapchat, YouTube,
TikTok, Canva, Later,
Sprout Social

Associated Press Writing Style,
conversational Spanish,
Google Analytics Certification
(April 2022)