

# Timothy J. Holloway

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“Never stop testing, and your advertising will never stop improving.”  
-David Ogilvy

## Education

**BA Integrated Marketing  
Communication  
&**

**BA History**

August 2017 – May 2022  
Harding University  
Searcy, AR

## Skills

Copywriting  
Photography  
Adobe Creative Suite  
Canva  
Storytelling  
Brand Development  
Audacity Audio Editing  
MS Office Suite  
Guitar Hobbyist  
French Speech  
PADI Open Water Scuba  
Diver Certification

## Academic

### Organizations

Harding University Honors  
College  
Phi Alpha Theta National  
History Honors Society

## Experience

### **FREELANCE AND CONSULTING WORK**

#### INTERMITTENT TIMES AND PLACES

- Brand development and logo work
- Production of company merchandise from conception to design fulfillment
- Media work (photography, voice-over, audio/visual editing, graphic design)

### **SOCIAL MEDIA COORDINATOR | JANUARY 2022–AUGUST 2022**

HARDING UNIVERSITY COLLEGE OF ARTS AND HUMANITIES; SEARCY, AR

- Maintain a schedule of posts that accurately and equally represent the programs and events of the College of Arts and Humanities
- Design posts and develop copy that utilize the brand voice of the College of Arts and Humanities to portray the features and advantages of each program
- Attend and document events by the programs to use in later posts
- Increased account engagements by 161% within the first two months of work

### **KNOW YOUR NONSENSE PODCAST | SEPTEMBER 2020–PRESENT**

NONSENSICAL INC; ST LOUIS, MO

- Co-host, creator, editor of the podcast as well as CEO of attached company
- Researcher for episodes of varying technicality and topic
- Provide a narrative analysis for each topic

### **CONTENT WRITER & COPYWRITER | MAY 2021–AUGUST 2021**

THINK IDEA STUDIO; SEARCY, AR

- Prepared and scheduled social media posts for local businesses
- Used brand voice to write copy for pieces promoting aspects of the city of Searcy on the dedicated tourism website, [searcy.com](http://searcy.com)
- Worked within a team to brainstorm creative solutions for campaigns of small businesses within the city of Searcy
- Worked within a team to conceptualize, market, and document events for the city of Searcy
- Assisted in the launch of the Loft 121 Co-Working studio

## Extra-Curricular Activities

- **Founder of Harding University men's social club: ROME** | President 2020-2021 | Event Planner, Historian, and Administrative Aide 2021-2022
- **Member of Choruses** | August 2013 – 2021 | Section Leader | President and Vice President of The Harding University Concert Choir | Soloist
- **Member of the Pied Pipers Children's Improvisational Theatre Troupe** | September 2017 – Present | Touring locations include: Oklahoma City OK, Dallas TX, Nashville TN, Bentonville AR, Tampa FL, Scotland UK,
- **Member of Campus Players Campus Theatre Organization** | August 2018 – Present | Playwright and actor for multiple shows | Soloist in university musical | Roles in university shows | Leads in student shows