

HOLLY SAVAS

Marketing, communications and creative professional specializing in activation campaigns, digital content, strategy and analysis. Marketing Specialist at WIDA, an education resources organization within the University of Wisconsin-Madison's School of Education. Digital marketing certification from The Wharton School Online (2021), and Bachelor of Business Administration (BBA) in Marketing and Bachelor of Arts (BA) in Spanish, both from the University of Wisconsin-Madison.

AREAS OF EXPERTISE

- Digital Campaigns
- Email Programs
- Copywriting
- Digital Advertising
- A/B Testing
- SEO / SEM
- Social Media
- Graphic Design
- Editorial Calendar
- Community Management

TECHNICAL SKILLS

Adobe Creative Cloud	Google Ads/Analytics	Mailchimp	NationBuilder
Google Workspace	Meta Ads/Analytics	Hubspot	Airtable
Canva	Shopify	Teams	Submittable
Figma	WordPress	ChatGPT	Klaviyo

EXPERIENCE

2025 - pres.	Marketing Specialist, WIDA, University of Wisconsin-Madison (Full-time)
2023 - 2023	Marketing Manager, San Francisco International Arts Festival (SF, Remote, Contract)
2022 - 2022	Graphic Designer, La Casa de las Madres (San Francisco, Remote, Volunteer)
2021 - 2022	Marketing Consultant, Movies On Glass (San Francisco, Remote, Contract)
2018 - 2021	Manager, Marketing & Community, Creative Action Network (SF, Remote, Full-time)
2002 - 2018	Freelance Marketing Consultant, Designer & Copywriter (San Francisco)
2000 - 2002	E-Commerce Merchandise Manager, Macys.com (San Francisco, Full-time)
1995 - 1999	Business Planner & Visual Merchandiser, Nike Inc. (SF & LA, Full-time)

EDUCATION

Digital Marketing Certificate, The Wharton School Online, University of Pennsylvania
BBA Bachelor of Business Administration, Marketing, University of Wisconsin-Madison
BA Bachelor of Arts, Spanish Language & Literature, University of Wisconsin-Madison