

HILIARY HOLBROOK

MENARD ,TEXAS
HILIARY.HOLBROOK@ICLOUD.COM | (207) 242-3073
WWW.HILIARYHOLBROOK.COM
LINKEDIN PROFILE

PROFESSIONAL SUMMARY

Creative and versatile professional with 10+ years of experience across customer service, retail management, marketing, office administration, and photography/design. Known for adaptability, problem-solving, and a strong balance of business acumen and artistic vision. Currently pursuing a Bachelor's in Marketing and actively involved in professional associations, demonstrating commitment to continued growth and leadership.

SKILLS

- Customer Service & Sales (10+ yrs)
- Marketing & Branding Design
- Social Media Management
- Photography (DSLR & Flim)
- Videography
- Office Administration & Scheduling
- Medical & Veterinary Office Experience
- Data Entry & Medical Records (HIPAA compliant)
- Merchandising & Retail Operations
- Microsoft Office & Outlook 365
- Apple Software Suite & Adobe Creative Suite

LEADERSHIP & AFFILIATIONS

- AQHA Amateur Ambassador
- American Marketing Association (WGU Chapter)
- National Retail Federation (WGU Chapter)
- The National Society of Leadership and Success
- Texas QHA
- NM Paint Horse Association
- NM Pinto Horse Association

EXPERIENCE

OWNER - PHOTOGRAPHER & DIGITAL CREATOR
HILIARY HOLBROOK STUDIOS | 2010 – PRESENT

- Nationally published work in multiple Physical and digital magazines.
- Assisted Horse Show event photographers at large National level shows.
- Developed marketing and brand strategies for organizations increasing their over all traffic and presentation..

MARKETING MANAGER
(FREELANCE/CONTRACT/VOLUNTEER)
REMUDA QUARTER HORSE ASSOCIATION
2024 – PRESENT

- Increased online engagement by an average of 120%, driving stronger connections with members and audiences.
- Boosted event participation, growing horse show attendance by 75% compared to prior years.
- Elevated overall organizational income by 105%, surpassing previous year's results through targeted marketing campaigns.
- Create digital and print promotional materials for events, shows, and organizational initiatives.

SALES ASSOCIATE | CAVENDER'S BOOT CITY
SAN ANGELO, TX | FEB 2023 – MAY 2023

- Recognized as a top seller, consistently generating 16–18% of overall store sales each week.
- Outpaced coworkers by as much as 10.6% above the next top performer, establishing a reputation for sales leadership.
- Exceeded $10,000 in weekly sales multiple times, driving revenue while providing excellent customer service and product knowledge.
- Delivered personalized shopping experiences for customers seeking Western apparel and accessories.

SALES ASSOCIATE - BEALLS & BURKES OUTLET
SNYDER, TX | JUL 2022 – NOV 2022

- Assisted customers with purchases and provided cashier support.
- Processed shipments, restocked inventory, and maintained store organization.
- Supported local marketing and merchandising efforts to improve store traffic.

EDUCATION

WESTERN GOVERNORS UNIVERSITY
SALT LAKE CITY, UT
BACHELOR OF SCIENCE IN MARKETING
(IN PROGRESS)

HIGH SCHOOL DIPLOMA
CITIZENS HIGH SCHOOL | FLEMING ISLAND, FL