

Taylor Kainani Hollander
tkhgolfs@gmail.com · (808) 491-5345 · Beverly, MA

PROFESSIONAL SUMMARY

Detail-oriented and creative Marketing & Communications senior at Endicott College graduating in December 2025. Skilled in digital marketing strategy, social media content research, and basic web/app design.

EDUCATION

Endicott College, Beverly, MA August 2022 - Present
Degree: Bachelor of Science in Marketing/Communications & Advertising (December 2025)
Lambda Pi Eta Honor Society, Nu Xi Chapter – Endicott College (2025)

PROFESSIONAL EXPERIENCE

Marketing Experience

Penta Group, www.pentagroup.co May 2023 - August 2023
Summer Fellowship (full-time)

- Conducted targeted social media research that identified engagement opportunities for clients, including Robert Kennedy Jr.'s Presidential Campaign, NHL, and Crocs.
- Delivered final project advising Crazy Shirts on momentum drivers and social media strategy, presenting actionable recommendations to senior leadership.

[TracPoint](#)

May 2024 - July 2024

Summer Intern (Part-Time)

- Collaborated with wireless retailers to design and develop a prototype networking app, improving store connectivity and operational efficiency.
- Created an integrated store locator and contact directory for Crazy Shirts to streamline customer engagement.

[Greater Beverly Chamber of Commerce](#)

August 2025 - Present

Semester Intern (Part-time)

- Design promotional materials (flyers, event announcements, ribbon-cutting invitations) to enhance community engagement and business visibility.
- Support planning and execution of community events, assisting with logistics, promotion, and outreach to strengthen Chamber visibility

SKILLS

Proficient in: Canva, Google Docs, Slack, Hootsuite, Hubspot, and Zoom

Knowledge of: Lightroom, Photoshop, and various Social Media platforms (Instagram, TikTok, Facebook, and LinkedIn)