

ELAINE HOLGUIN

Brand & Marketing Strategist

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SUMMARY

Creative marketing professional with experience developing brand experiences, content, marketing collateral, social media, and client-facing campaigns across hospitality and independent creative work. Combines graphic design and marketing experience with hands-on project management, visual storytelling, and brand execution.

EXPERIENCE

Catering Sales Manager | Sheraton Universal City

Full Service, 4-Star Hotel - February 2025 - PRESENT

- Lead the development and execution of 100+ events and experiences annually, translating client objectives and brand standards into cohesive, high-touch experiences.
- Develop proposals, presentations, branded materials, and client communications that communicate event concepts, value, and brand positioning.
- Partner with the off-site Marketing team on photography and video production, helping develop visual content for digital marketing and promotional channels.
- Collaborate across marketing, culinary, facilities, AV, and operations teams to bring creative concepts and client experiences from idea to execution.
- Manage budgets, contracts, timelines, and vendor relationships while balancing creative objectives with business and revenue goals.

Sales and Marketing Coordinator | Hilton Woodland Hills

Full Service, 4-Star Hotel - July 2023 - Feb 2025

- Served as the property's Social Media Champion, creating, designing, and scheduling branded content for Instagram and Facebook using Adobe Creative Suite and Sprinklr.
- Designed and refreshed marketing collateral including catering menus, promotional flyers, reader boards, email campaigns, and digital graphics while maintaining Hilton brand standards.
- Supported sales and marketing initiatives through targeted promotions, visual storytelling, and customer-facing campaigns designed to increase awareness and event bookings.
- Supported trade shows, Chamber of Commerce events, networking initiatives, and local marketing activations to strengthen community presence and brand visibility.
- Partnered with sales and operations teams to translate business objectives into cohesive marketing materials and customer experiences.

ADDITIONAL EXPERIENCE

Maggiano's, Woodland Hills – Lead Server / Bartender

May 2017 - September 2023

- Assisted the management team with inventory, forecasting, and alcohol orders; promoted to head bartender and managed 6 other bartenders.
- Increased revenue with the highest feature and wine sales, being one of the top 5% in the company.
- Assisted all new servers and bartenders through their onboarding process and provided them with all of the necessary skills to succeed in their roles.

Graphic Designer – Self-Employed

January 2019 - Present

- Developed enticing website layouts for all types of clients that are unique to their brand and personnel.
- Design projects I have worked on include wedding and event stationary, menu design, photo editing, promotional materials for businesses, rebranding and advertising strategies, social media presence and more.
- Build relationships and rapport with all current and potential clients to secure repeated business

CORE EXPERTISE

Brand Strategy & Positioning · Creative Strategy · Content Strategy · Campaign Development · Visual Storytelling · Social Media Marketing · Brand Experience · Marketing Collateral · Creative Direction · Client & Stakeholder Management · Partnership Marketing · Event Marketing · Project Management

TOOLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, Adobe Express
- Social & Marketing: Sprinklr, Mailchimp, Instagram, Facebook, TikTok, YouTube
- Web & Digital: Wix, Squarespace, Shopify · CRM & Hospitality: Salesforce Delphi, Cvent, Meeting Broker, Cendyn
- Microsoft Office: PowerPoint, Excel, Word, Outlook

EDUCATION

California State University, Northridge

B.A. in Graphic Design; Minor in Marketing