

Professional Overview

Versatile **Digital Professional with 10+ years of experience** in Web Design, Graphic Design, WordPress, WooCommerce, Copywriting, Digital Marketing, Project Management & more. Experienced in managing projects from the first client conversation through design, development, content, and launch. Just as comfortable **leading a team as jumping in and doing the work myself**. Organized, detail-oriented, easy to communicate with, and skilled at keeping projects moving without losing sight of the bigger picture.

Portfolio :: <https://kalynacreations.com/>

Core Skills & Platforms

- Project Management & Delivery
- Client & Stakeholder Communication
- Web Design & Front-End Development
- Graphic Design
- Copywriting & Content Creation
- Digital Strategy & UX
- SEO & Conversion Optimization
- Information Architecture
- Cross-Functional Team Leadership
- Agile & Scrum
- Workflow & Process Optimization
- Risk & Priority Management
- **CMS & Web:** WordPress, Beaver Builder, Elementor, Divi, BreakDance, WooCommerce
- **Design / Development:** Adobe Creative Suite, HTML, CSS
- **Analytics & SEO:** Google Analytics, Yoast SEO, RankMath SEO
- **Project Management:** FunctionFox, Redmine, Horchata
- **Forms & Optimization:** Gravity Forms, WP-Optimize
- **Productivity:** Google Workspace

Education & Professional Experience



Associate of Applied Science: Digital Media Technologies

[Asheville Buncombe Technical Community College | Asheville, NC](#)

2015 to 2018 | Honors Graduate | Dean's List | 4.0 GPA



Web Design & Development Manager

[Get YOU Found | Greensboro, NC](#) | June 2026 - Present

- Design, build, and manage responsive WordPress websites from initial planning and strategy through UI/UX, content, graphics, front-end development, revisions, QA, and launch.
 - Lead the redesign of [Get YOU Found's own website](#), from planning the new site structure and templates to design, content, graphics, responsive work, and final implementation
 - Lead the redesign of [GroundsPros Landscape Management](#), from planning the new site structure and templates to design, content, graphics, responsive work, and final implementation
- Work directly with clients to understand what they need, talk through ideas and feedback, and turn those conversations into clear plans for their websites
- Plan website structure, sitemaps, page content, and user flow before projects move into design and development
- Write and edit website copy, landing pages, case studies, and other content with SEO and conversions in mind
- Put together project estimates, scopes, proposals, and recommendations for new website projects and client requests
- Review websites across desktop, tablet, and mobile, fixing design, functionality, content, and usability issues before launch
- Work closely with designers, developers, SEO specialists, and leadership to coordinate projects, solve problems, and keep work moving



Senior Digital Project Manager

Integrative Web Design, SEO & Marketing | February 2019 - June 2026

- Managed 150+ website projects from kickoff through launch, with a 98% client satisfaction rate
 - Juggled up to 15 active projects at a time, managing timelines, budgets, client communication, and coordination between design, development, content, and marketing teams
 - Worked closely with clients to turn their goals and ideas into clear website plans, including sitemaps, wireframes, content, and user flow
 - Contributed hands-on web design, copywriting, graphic design, and front-end development when projects needed additional support
 - Handled website QA, troubleshooting, client training, and post-launch support while keeping usability, performance, and conversions in mind
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Freelance Web Designer / Developer

Kalyna Creations | July 2016 - February 2019

- Worked directly with clients to plan, design, and build custom WordPress websites from start to finish
 - Handled web design, front-end development, graphics, and content, using HTML, CSS, and Adobe Creative Suite
 - Built responsive, SEO-friendly websites and set up tools like Yoast SEO and Google Analytics
 - Provided ongoing website maintenance, client training, and support after launch
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Professional Recommendations

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Sylvia is the best of the best.
Driven, smart, innovative,
team player. **Hire her!**

— **Ben Goliwas**

AB TECH - UI UX DESIGNER

[Ben Goliwas - The Sprinter](#)

(Previous AB Tech Professor)

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“Sylvia was **always timely** and **well-prepared** for our meetings. She had **insight** into what we were trying to accomplish and **worked flexibly** with us until the product was the **perfect reflection** of the vision. Sylvia always maintained a **positive, “can-do” attitude**, even when there were a few blockades. **I would hire her again in a heartbeat.”**

— **EK's Blarney Yarns**

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[Leslie Doyle | https://eksblarneyyarns.com/](https://eksblarneyyarns.com/)

SYLVIA K. BORNHOLT

Asheville, NC | (828) 216-0521 | (828) 515-5065
sylvia.bornholt@gmail.com | kalynacreations.com

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“Conscientious about her work and good **attention to detail. Quick learner** and shows **genuine interest** and initiative when tackling problems. **Not afraid to get her hands dirty.**”

— **Jeremiah Lutz**

DEVELOPER AT INTEGRITIVE WEB DESIGN

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[Former Co-Worker - Integrative Web Design](#)

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“I worked closely with Sylvia on a tight-knit team for **close to 5 years**. In that time, we collaborated on many projects together. She is the **ultimate team player** and peer – always working towards the success of the group and striving to deliver the best for her clients. I personally admired her **communication** and **problem-solving skills**. She is decisive and has a **great eye for design and detail.**”

— **Jessica Slomba**

PROJECT MANAGER AT INTEGRITIVE

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[Former Co-Worker - Integrative Web Design](#)

SYLVIA K. BORNHOLT

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sylvia.bornholt@gmail.com | kalynacreations.com

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“I worked alongside Sylvia on many projects with her acting as project manager. She is an **excellent communicator** who **kept our team aligned, coordinated, and focused**. She **organized priorities clearly**, and helped **projects move forward smoothly**. Sylvia is a **reliable and effective project manager**.”

— **Chad Nance**

DEVELOPER AT INTEGRITIVE

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[Former Co-Worker - Integrative Web Design](#)