

BRIANA HOLMES

Creator · Marketing Leader · Community Builder

TRAVEL · HOSPITALITY · LIFESTYLE · COMMUNITY

Briana Holmes is an Atlanta-based creator, marketing leader, and community builder sharing travel, home, lifestyle, leadership, and the honest process of building a meaningful life.

Her influence is rooted in more than content. Through her leadership roles and the communities she has built, Briana has earned the trust of more than 85,000 followers, subscribers, and community members. She brings that same trust to brand and travel partnerships, creating thoughtful content that helps people discover places, products, and experiences worth sharing.

Briana leads global community operations for Randstad Digital Powered by Torc, serves as Senior Director of Marketing and Communications for Render Group, and founded The Network of Atlanta, a community of more than 30,000 people.

RANDSTAD DIGITAL / TORC
Head of Global Community Operations
Supporting 2.3M technologists worldwide

RENDER GROUP
Senior Director, Marketing & Communications
\$55M+ in economic impact

THE NETWORK OF ATLANTA
Founder
30,000+ members · 300+ events produced

PLATFORMS

FOLLOWING

9.6K

MONTHLY VIEWS

66.6K

MONTHLY REACH

11.5K

ENGAGEMENT RATE

10.4%

MONTHLY INTERACTIONS

3,092

EMAIL LIST

31.8K

INSTAGRAM, TRAILING 30 DAYS · 39.7% OF VIEWS FROM NON-FOLLOWERS

THREADS
BREAKOUT

698K VIEWS / 90 DAYS

20.2K INTERACTIONS

288K TOP POST

CHANNEL

AUDIENCE

WHAT IT'S FOR

Instagram

9,613

Travel, home, lifestyle, beauty

LinkedIn

4,548

Speaking and B2B — up 15% in 90 days

Facebook

3,800

Event promotion, local Atlanta reach

TikTok

2,400

Short-form discovery and how-to

Threads

3,947

Reach engine — 698K views / 90 days

Network of Atlanta

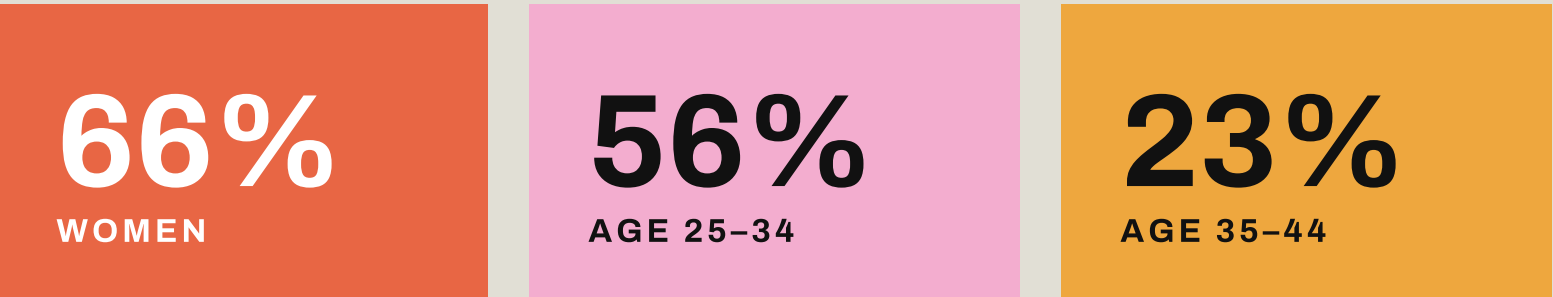
30K+

Owned community — 10.8K on Instagram

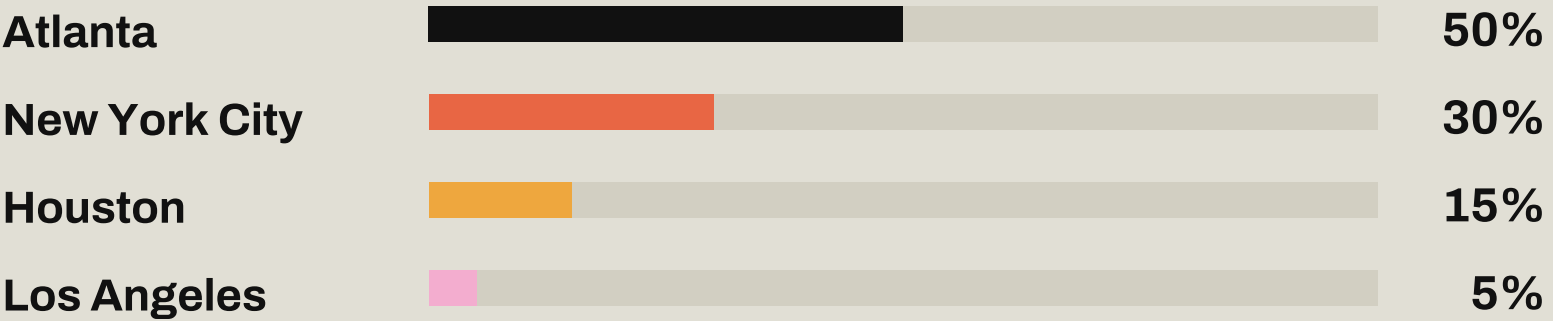
COMBINED OWNED AUDIENCE: 85,000+ · 765K+ VIEWS PER QUARTER · UPDATED SEPTEMBER 2026

DEMO- GRAPH ICS

Millennial women in major U.S. metros — the cohort booking the trip, furnishing the first house, and expensing the conference ticket.



TOP MARKETS



THEY COME FOR

Trip planning and hotel finds · Home refreshes on a real budget · Beauty routines · Atlanta events

THEY BUY

Stays, flights, and luggage · Furniture, decor, organization · Skincare · Tickets and classes





@MSBRIANAHOLMES

MEDIA KIT

TRAVEL & HOME

TRAVEL

Hotel & stay walkthroughs · Destination itineraries · Airline and rail experience · Luggage and travel gear · Press trips & FAM tours · Live event coverage

HOME

Furniture & decor styling · Room refreshes · Small-space organization · Kitchen & hosting · Appliance and tool demos · Seasonal refresh series

ALSO BOOKED FOR

Studio-style UGC with no posting required · Gift guides and seasonal features · Recipe and hosting content · Founder interviews and brand storytelling

VIDEO

Reels & TikToks,
30–60s vertical

PHOTO

Carousels, flat
lays, raw + edited

EXTEND IT

Stories, email
feature, whitelisting



@MSBRIANAHOLMES



SPEAKING

Topics: community building, belonging, leadership, experiential marketing, and real-world impact. Every talk comes from work I actually ran: a 30,000-person community, the nation's largest software engineering conference, and global community operations for an enterprise tech brand.

01 Community Is the Campaign

Why the brands winning right now stopped buying attention and started hosting it.

02 From Followers to Foot Traffic

Turning a digital audience into people who physically show up; the playbook behind 84% ticket conversion.

03 Small Team, Big Signal

How lean teams punch above their budget; what to make, who to bring in, and what to stop paying for.

04 Designing Belonging

What makes people show up, participate, and come back; applied to teams, ERGs, memberships, and events.

WHO FOLLOWS ME ON LINKEDIN — 4,548, GROWING 15% A QUARTER

33% senior-level

19% enterprise (10K+)

42% Atlanta metro

6% founders

WORK SHOPS

Sessions built around your room.

Built around your people and your goals; employee resource groups, leadership cohorts, conference tracks, membership organizations, campus programs, and marketing teams. Every session is scoped with you in advance and ends with something the room actually leaves holding.

- Community & belonging
- Leadership
- Experiential marketing
- Team culture
- Storytelling
- Custom to your brief

FORMAT	LENGTH	WHAT THEY LEAVE WITH
Keynote	45–60 min	A shared language and a room that's fired up
Panel or fireside	45 min	Moderation or a seat, prepped in advance
Interactive session	90 min	A worked-through plan per small group
Half-day workshop	3 hours	A 90-day action plan the team owns
Full-day intensive	6 hours	Strategy, roles, and a measurement framework
Cohort seminar	4 weeks	A launched initiative, coached week to week

EVERY FORMAT CUSTOMIZED TO YOUR AUDIENCE · VIRTUAL OR IN PERSON
TRAVEL FROM ATLANTA (ATL) UNLESS OTHERWISE STATED



RATES

Starting points for a single market with 30 days of organic usage. Multi-post campaigns, exclusivity, and paid usage are quoted per brief.

CONTENT & UGC

Single Reel or TikTok 1 video, 1 revision, 3 stories	\$1,250+
Carousel or photo set 5–8 images, edited + raw	\$750+
UGC licensing bundle 3 brand-owned assets, no posting	\$1,500+
Home campaign 1 reel, 1 carousel, 3 stories	\$2,500+
Hosted stay or destination 3 days, 2 reels, 1 carousel, live stories	\$4,500+
Always-on retainer 4 assets / month, 3-month minimum	\$5,500+

SPEAKING & FACILITATION

Panel or fireside chat 45 min, prep call included	\$2,000+
Conference keynote 45–60 min, customized	\$5,000+
Interactive session 90 min, up to 40 participants	\$3,500+
Half-day workshop 3 hours, materials included	\$6,500+
Full-day intensive 6 hours, pre-work and follow-up	\$10,000+
4-week cohort seminar Weekly sessions plus office hours	\$15,000+

Paid usage

+30% per platform / 30 days

Exclusivity

+25% per category / 90 days

Email feature

+\$750 to 31.8K subscribers

Travel

Covered separately outside metro ATL

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THE NETWORK OF ATLANTA

The community I founded and run: free and low-cost social, service, education, and fitness events for Atlanta. More than 30,000 people strong, with a working-age, majority-women, overwhelmingly local core; it's where I test everything I recommend, and why brands hire me for turnout, not just impressions.

30K+

community · 10.8K on Instagram

87%

aged 25-44

70%

women

97%

U.S., Atlanta-led

WHAT NOA RUNS

Monthly community dinners (consistently waitlisted)

Fitness meetups and run clubs

Service days with local Atlanta nonprofits

Panels, workshops, and career nights

EVENT PARTNERS

Reebok · Microsoft · Marriott · plus local Atlanta hospitality and retail

EVENT TYPES

Service days · Fitness meetups · Panels and workshops · Seasonal socials

WHAT BRANDS CAN BOOK

Sponsored events, sampling at scale, experiential activations, co-hosted workshops



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BRANDS I'VE WORKED WITH



SPOKEN & FACILITATED FOR

Randstad Digital Powered by Torc · RenderATL · Network of Executive Women (NextUp) · Auburn University Alumni Council · Network of Atlanta · Black Women Marketers · United Way of Greater Atlanta · Draft Kings

CONSULTED FOR

IBM · Lockheed Martin · Amtrak · Office of the Mayor, City of Atlanta · NFL (National Football League)

CONTENT

Selected campaign work. Full portfolio at brianaholmes.com

[View Portfolio](#)

[View Instagram](#)

[View Threads](#)

[View LinkedIn](#)

[View TikTok](#)

MEDIA KIT



REEL Camille Rose — Day in the Life campaign



CAROUSEL Nuuly content shoot



REEL UTLA x Parfait (Serena Williams)



PHOTO Away aluminum luggage set shoot



REEL The Adventure Challenge paid post



REEL Good Molecules PR gift unboxing



CAROUSEL Rent the Runway paid post



REEL Dermalogica x Clear Start paid post

@MSBRIANAHOLMES

LET'S WORK.

BOOKING & PR

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WEBSITE

brianaholmes.com

INSTAGRAM

@msbrianaholmes

THREADS

@msbrianaholmes

FACEBOOK

/msbrianaholmes

TIKTOK

@msbrianaholmes

LINKEDIN

/in/brianamholmes

COMMUNITY

@thenetworkofatlanta

Based in Atlanta, GA · Available for travel, hosted stays, conferences, and corporate workshops worldwide · Request availability and a custom proposal.