

Briana Holmes

Marketing & Communications Consultant

Driving Impactful Marketing Strategies Across Diverse Industries

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PROFESSIONAL EXPERIENCE

RENDER ATL (RENDER ATLANTA) **Atlanta, Georgia**
Sept 2021-Present
Marketing and Communications Director

- Lead a multi-disciplinary team throughout the country, overseeing marketing for a software engineering community of 10,000+ professionals across the US, Asia, Australia, Europe, & Africa
- Defined strategy and execution plans for marketing, communication, brand building, and public relations (PR), managing annual budgets for national and international campaigns, events, and conferences
- Achieved \$28 million in economic impact, grew social media following to 35,000 across Instagram, Facebook, LinkedIn, and Twitter (X) with 5 million impressions, and sold over 10,000 three-day tickets (84% attributed to social media marketing)

ANDRE FOR ATLANTA (MAYOR ANDRE DICKENS OF ATLANTA) **Atlanta, GA**
Nov 2021-Present
Social Media Director (Consultant)

- Strategically managed photo selection, copywriting, timing, and frequency of social media posts, successfully building a digital community and contributing to the run-off election victory
- Currently oversee all personal social platforms for Andre Dickens, including during emergency situations, ensuring consistent and effective communication
- Grew social media following to over 200,000 across Instagram, Facebook, LinkedIn, Twitter (X), and TikTok, achieving over 12 million impressions

NEXT UP (NETWORK OF EXECUTIVE WOMEN) **Atlanta, GA**
Feb 2021-May 2023
Marketing and Communications Lead

- Developed and delivered marketing strategies to attract visitors to the company website, enhance online presence, and promote online products and services
- Assigned, implemented, and oversaw communications programs, including graphics, brochures, fact sheets, logos, and other promotional materials to effectively describe and promote the organization and its products
- Analyzed online statistics and marketing campaigns, identified best practices to optimize online marketing performance, and developed strategies based on research and analysis

KELLER WILLIAMS **Atlanta, GA**
Oct 2019-Feb 2021
Marketing Manager

- Developed and delivered marketing strategies to attract visitors to the company website, enhance online presence, and promote online products and services
- Assigned, implemented, and oversaw communications programs, including graphics, brochures, fact sheets, logos, and other promotional materials to effectively describe and promote the organization and its products
- Analyzed online statistics and marketing campaigns, identified best practices to optimize online marketing performance, and developed strategies based on research and analysis

Please note that from 2017-2019, I specialized in rehabilitation counseling and job readiness for those with physical, mental, intellectual, and developmental disorders and disabilities while using personalized marketing strategies to assist more than 200 counseling clients in successfully securing employment opportunities.

EDUCATION

AUBURN UNIVERSITY **Auburn, AL**
2016-2017
Masters Degree of Science in Rehabilitation Counseling

GEORGIA SOUTHERN UNIVERSITY **Statesboro, GA**
2011-2015
Bachelor of Science, Major in Psychology; Minor in Social Psychology

ADDITIONAL INFORMATION

- Core Competencies: Project Management, Salesforce Marketing Cloud, SEO Advanced Knowledge, Blog & Copywriting, Google Analytics & Ads, Facebook Ad Management, Event Management, CRM & Email Marketing, Social Media Marketing, Automating Lead Nurturing, Salesforce Marketing Cloud, Hubspot, Hootsuite, Sprout Social, Buffer, Marketo, Mailchimp, WIX, Social Media Management, Data & Analytics