

JOHN DOE

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COMMUNICATIONS & MARKETING EXECUTIVE

Community Stewardship | Message Alignment with Values & Vision | Collaborative Leadership

Dedicated community and business leader identifies emerging trends, analyzes consumer needs, leverages new technologies, and builds creative solutions for revenue and customer base growth, cost savings, and market penetration.

EXPERIENCE HIGHLIGHTS

Marketing: Involved in hundreds of marketing campaigns for XYZ Media including tremendously effective XYZTV multi-channel campaign that built anticipation for video-dedicated news site and resulted in 500% surge in video traffic.

Communications: Public relations expert with vast media network crystallizes priorities, expectations, and values of company in order to create a compelling, fully formed brand, content strategy, and overall organizational positioning.

Community Impact: Played significant role in revitalizing downtown Jacksonville through nonprofit leadership, fundraising, and collaboration with local government. Current projects include convention hotel, parking garage, and baseball stadium set for 2019 completion.

Employee Engagement: Brings out the best in employees by fostering culture of hard work, high expectations, flexibility, and humor. Builds high-performing, dedicated teams committed to company vision and bettering community.

AREAS OF EXPERTISE

- Strategic Planning/Execution
- Public Speaking
- Budget Management
- Relationship Building
- Media Relations/PR
- Written/Verbal Communications
- Cross-Functional Leadership
- Resource Allocation
- Content Creation/Development

CAREER HISTORY

XYZ Communications Company, LLC, Jacksonville, TX

Multinational advertising corporation including Jacksonville Globe-News, and XYZ Magazine

XYZ Media **Publisher & President** (2002 – 2018) | ABC Publishing Group **Regional Publisher** (2012 – 2017)

Drove bottom- and top-line performance as well as all operations of XYZ Media, including 27% EBITDA increase in first 4 years as Publisher. Led operating revenues of up to \$36M and 200+ employees across newsroom, advertising, accounting, production, circulation, and HR. Defined and implemented strategy across communications, marketing, and content creation. Entrusted with additional duties as Regional Publisher in 2012, leading ABC markets in Alaska, Minnesota, Arkansas, and Texas.

Communications / Public Relations / Community Engagement

- ▶ Directed editorial page, aligning vision and values of Globe-News with style and content of editorials.
- ▶ As face and voice of Globe-News, authored numerous letters, columns, and opinion pieces emphasizing community development needs and accountability of local institutions (such as city council and school board).
- ▶ Charity Roast: Generated community goodwill, brand awareness, and \$100K over 2 years for local charities through creation and oversight of upscale charity roast event (including sitting in the hot seat the first year).
- ▶ Man & Woman of the Year: Transformed afterthought award into prestigious annual luncheon with 400-600 attendees to honor exceptional community involvement in line with Jacksonville Globe-News brand.
- ▶ Jacksonville Route 54 Festival: Expanded existing festival with sponsor participation and relocated to downtown Amarillo to leverage revitalization. 20K attendees enjoyed fireworks, food trucks, concerts, market, and children's activities.

Marketing/Advertising

- ▶ XYZ Magazine: Created and launched magazine in 2007, resulting in \$450K annual revenue growth.
- ▶ Website Enhancements: Initiated round-the-clock content updates to meet consumer needs. Partnered with advertising customers to develop digital solutions and visibility gains through SEO and SEM improvements.

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- ▶ Best of Jacksonville: Generated \$2.5M since 2002 and engaged community through reader voting platform. Leveraged marketing opportunities with competing and #1 businesses such as displaying Globe-News logo in store windows.
- ▶ Globe-News Center for Performing Arts: Secured \$3M gift for naming rights of new performing arts center and helped deliver \$30M in private funding as member of Globe-News Center board.
- ▶ Propelled regular yearly increase in Jacksonville sales tax revenue through 5-year “shop locally” marketing campaign.
- ▶ Athlete of the Year: Raised \$500K+ through sponsorships over course of 12 years. Recognized weekly athletic feats of high schoolers and launched end-of-the-year banquet recognizing top athletic and academic performances.

Revenue Generation / Market Penetration

- ▶ Consistently surpassed EBITDA / cash flow of larger Morris Communications markets.
- ▶ Conceptualized and introduced XYZTV website devoted to video, resulting in increased traffic of roughly 500%. Played key role in print, digital, radio, and billboard advertising campaign that sparked anticipation of local consumers.
- ▶ Diversified revenue by focusing on printing business including printing consolidation with Callahan, FL, newspaper.

Prior Experience includes: General Manager for the Callahan Chronicle. Managed day-to-day operations, including creation of holistic onboarding process and training collateral as well as employee-engagement initiatives.

COMMUNITY LEADERSHIP EXPERIENCE

Jacksonville University Foundation

Board Member | Co-chaired successful fundraising campaign with former mayor to jump-start new engineering program.

United Way of Jacksonville

Board Member | Raised \$5.5M in record-setting 2003 United Way campaign as co-chair. Board President 2006-2007.

Downtown Jacksonville Inc.

Inaugural President | Encourage and guide redevelopment initiatives for a vibrant, economically robust downtown.

Local Government Corp.

Board Member | Champion downtown redevelopment projects appointed by Jacksonville City Council including convention hotel, parking garage, and baseball stadium set for 2019 completion.

EDUCATION

Bachelor of Arts in Journalism

University of North Florida, Jacksonville, FL

Affiliations:

Callahan Newspaper Publishers Association | President & Board Member

Jacksonville Chamber of Commerce | Board Member

Jacksonville Economic Development Corporation | Search Committee Member

Jacksonville Executive Association | VP & Member, business-lead organization

University of North Florida | Professional in Residence

Associated Press Managing Editors | President

Young Life of Jacksonville | Committee Chair

Red Ribbon Downtown Development Committee | Secretary-Treasurer

Florida Press Association ~ University of North Florida Journalism Alumni Board ~ American Press Institute ~ American Society of Newspaper Editors ~ Newspaper Association of North America ~ Exchange Club of Jacksonville