

Andrea Y. Holland

585.233.1836 | www.andreaholland.net | andrea42@frontiernet.net

PROFILE

Experienced marketing communications professional with more than a decade experience in integrated marketing communications, public relations, and broadcast video and audio production

SKILLS SUMMARY

Public Relations

- Crisis communications
- Media planning & response

Marketing Communications

- Copywriting
- Customer relationship management
- Event management
- Strategy development
- Sales training
- Website management

Voiceover / Video Production

- Voiceover talent
- Creative concept development
- Interviewing / Storytelling

Business / Leadership

- Project management
- Managing budgets
- Bilingual (English / Spanish)
- Microsoft Office Suite 2010

EXPERIENCE HIGHLIGHTS

Marketing Communications

- Effective and creative copywriter for numerous marketing materials including websites, direct mail, newsletters / magazines, annual reports, product briefs and sales toolkits
- Skilled in developing unique one-to-one customer relationships to enhance product development and build successful customer referral networks
- Seasoned in organizational event planning and execution including sales trainings, fundraising campaigns, publicity appearances and news conferences
- Skilled in developing and deploying social media strategies to support overall marketing objectives

Key Successes

- Lead the 2010 re-launch of United Way of Greater Rochester's website, which yielded dramatic ROI after a private donor reviewed the site and doubled his annual campaign contribution to \$20,000
 - Project involved managing multiple team members and overall budget, drafting copy for more than 200 content pages, adding dynamic site functionalities and maximizing outcomes by project phase
 - Completed site was 2011 winner of *Rochester Business Journal's* 2011 Best of the Web awards
- Served as team lead on LIVING UNITED (circulation: 100,000), United Way of Greater Rochester's quarterly donor news magazine
 - Managed production timelines, budget and content development to align with donor-centric themes and perspectives that fostered increased charitable giving
 - Spring 2011 issue – along with other marketing materials developed for United Way's \$28M 2010 fundraising campaign – was recipient of 2010 PRSA Prism Award
- Designed diverse marketing and communications materials for American Red Cross—including nationally-distributed blood donor brochures—that saved organization nearly \$11,000 annually in external design costs

Andrea Y. Holland

585.233.1836 | www.andreaholland.net | andrea42@frontiernet.net

Public Relations

- Proven ability to develop successful relationships with key media agents to secure significant coverage on key topics and increase overall SOV in the market
- Skilled in managing proactive media outreach driven by annual editorial calendar that optimizes forecasted opportunities and allows for quick response to emerging media requests
- Excellent at quickly developing critical messaging points for media responses
- Demonstrated ability to quickly grasp complex subject matter and translate it into messaging that is easily understood by various audiences
- Experienced in crisis communication planning and execution
- Seasoned organizational spokesperson and brand advocate
- Exceptional writing skills for various internal and external communiqués including campaign letters and speeches for C-level executives and consumer testimonials

Key Successes

- United Way of Greater Rochester – Proactively pitched media year-round to garner extensive media coverage on key organizational initiatives and focus areas while effectively managing emerging responses to key community issues; secured 75 media hits during the 2010 campaign
- American Red Cross - Acted as organizational spokesperson to media networks in 64-county region of Upstate New York and Pennsylvania; managed more than 250 rural media outlets to maintain strong placement of local blood supply-related news stories

Voiceover / Video Production

- Have served as voice talent for numerous clients, including: Microsoft, Duke University, Salesforce CRM, Eastman Kodak Company, and American Diabetes Association
- Excellent skill as on-and-off-camera interviewer / storyteller
- Effective in leading clients through pre-production creative process and managing project outcomes
- Served for numerous years in broadcast media production, specifically as on-air radio host and occasional television features reporter
- Familiar with RCS Selector, NexGen, Adobe Audition, and Premier softwares

Key Successes

- Co-founded a small start-up media production company that produced online videos for various business clients
- Spearheaded a start-up team in the development of a competitive, signature series of 300 leadership learning videos for the second largest corporate learning development company in the world
- Interviewed more than 50 C-level executives from trusted brands like American Airlines, KPMG, Ford Canada, Center for Creative Leadership, and West Point Military Academy for leadership video learning series

Andrea Y. Holland

585.233.1836 | www.andreaholland.net | andrea42@frontiernet.net

EMPLOYMENT HISTORY

Video Producer, *Profiles in Leadership*

Element K

March 2011–Present

Freelance Voiceover and On-Camera Talent

2004–Present

Senior Communications Associate

United Way of Greater Rochester

2009–2011

Producer and Co-Founder

LEHD Media, LLC

2008–2010

Media Director and Studio Talent

Tasteology Media Productions

2007–2008

Morning Drive Radio Host | Mix 100.5-FM, 106.7 KISS-FM, 102.3 Sunny-FM

Clear Channel Radio

2004–2007

Communications Specialist

American Red Cross Blood Services

2001–2004

EDUCATION

B.A. Communications and Public Relations

State University of New York at Geneseo

May 2001

VOLUNTEER AND COMMUNITY ACTIVITIES

- Board Member, 2008–Present, *Sustain. Inspire. Survive (SIS)*, a non-profit organization committed to providing financial assistance to patients battling breast cancer
- Cast Member, 2009–Present, *EstroFest Comedy Troupe*
- Volunteer, 2010, *Teens Living with Cancer*