

Holly Antle

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POSITION TITLE

Profile

Versatile Chief Marketing Officer with career success developing and deploying strategic marketing plans, designing and launching effective public relations (PR) campaigns, and bringing forth unprecedented increases in profits and revenue. Recognized as a leader with strengths in heavily regulated industries and highly complex industries, project management, event planning, administration, and business development. Exceptional strategist analyzing trends and forecasting business development to help develop long-term strategies, key objectives, and operations execution plans based on business best practices as well as maximum growth and sustainability. Excellent communication and team leadership skills proven by the ability to successfully manage large, long-term projects while working with a geographically and culturally diverse team of people.

Core Proficiencies

Strategic Market Planning | Budget Management | Social Media Management | Project Management
Event Management | Crisis Management | Market Research | Customer Service | Mentoring | Community
Relations | Brand Management | Campaign Management | Relationship Building | Digital Marketing

Professional Experience

Holda, Inc.

2010 – Present

CHIEF EXECUTIVE OFFICER/CHIEF MARKETING OFFICER

- Provide innovating and creative consulting to key clients while managing corporate marketing and communication functions, direct brand management, PR, media relations, corporate positioning, product/service launches, advertising, sales collateral, and event marketing opportunities
- Analyze market data and identify opportunities to significantly make a strong brand impression
- Author seminars, articles, white papers, books, courses, and other forms of content on behalf of the parent company, its subsidiaries, and its clients to help drive sales, conversions, and revenue growth
- Produce presentations, media kits, and other key marketing material to showcase key marketing analytics and demographics for sales presentations and reporting to clients and internal company stakeholders
- Consult with key clients and internal stakeholders to capture discretionary efforts and improve productivity to the organization
- Build loyal brand followings on behalf of the parent company, its subsidiaries, and our clients by actively engaging customers through social network channels such as Facebook, Twitter, LinkedIn, TikTok,

Pinterest, and SnapChat, as well as newsletters, customizable reminders, SMS messaging, and responding directly to social listening and reputation monitoring efforts.

- Manage business development opportunities, networking opportunities, and relationship building opportunities to boost brand recognition and result in new partnerships, opportunities, and revenue streams
- Create new and distinct strategies, brand guidelines, and guiding principles to increase the efficiency of the parent company, our subsidiaries, and our clients, and to provide clear and concise interactions with internal and external stakeholders, team members, partners, and freelancers that enforce a cohesive brand image throughout all channels
- Managed all financial, administrative, and other executive tasks related to the company and its subsidiaries as Chief Executive Officer

ER Now, Wichita Falls, Texas
Marketing Manager

2019 – 2020

- Developed a detailed view of a heavily regulated and highly complex niche market and utilized market analysis to increase possible channels of penetration and increase potential revenues
- Oversaw and guided brand marketing programs to optimize visitor experience including market research, competitive analysis, consumer segmentation studies, and A/B testing
- Developed and implemented B2C marketing strategy and overall communication and public relations plans that produced long-term partners and supporters
- Developed marketing plans that focused on the ways our business was promoted, how to increase our customer base, how to generate profits, and where new growth opportunities could be located
- Developed strategic marketing plans that increased our customer traffic to 200%
- Identified service “target markets” by utilizing detailed market research, specific population demographics, and lifestyle data of the type of customers we targeted
- Served as a Gold Coat Ambassador for the Wichita Falls Chamber of Commerce
- Coordinated with vendors and marketing professionals to manage and oversee paid ad campaigns in digital and traditional advertising segments

Legal Administrator and Paralegal (Contract)

2003 – 2009

U.S. Department of Justice, Docket Clerk

2001 – 2002

U.S. Air Force, Human Resources Generalist

1998 – 2001

Amarillo Globe-News, Journalist

1995 – 1998

Education

College of St. Joseph, Vermont, USA (2016)

MBA

West Texas A&M University, Texas, USA (2013)

BBA, Marketing