



Holly Schnicke

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SKILLS

- Act-On ●●●●
- Hubspot ●●●●
- Silverpop ●●
- Net-Results ●●
- HTML ●●
- Wordpress ●●●
- Adobe Business Catalyst ●●●
- Adobe Illustrator ●●●
- Adobe Photoshop ●●●
- Client Service ●●●●●
- Positivity ●●●●●

EXPERIENCE

DMXENGAGE

Oct 2013-Present

- Managed 5 client accounts (B2B, B2C) which required daily use of Act-On and Hubspot
- Directed two website projects in Adobe Business Catalyst and Wordpress, assisting in content migration and project/account management
- Scoped projects. generated contacts and facilitated up-sell conversations with clients; successfully sold \$40,165 worth of new projects since October 2014
- Developed content for internal marketing and client marketing including blogs, emails and Facebook, Twitter, Instagram and Google+ posts

CLP JEWELRY

Aug 2014-Present

- Created and optimized social media accounts
- Generated content for and maintain social media sites: Instagram, Facebook, Pinterest and Twitter
- Increased Instagram Followers by 106% and Facebook likes by 9%
- Aggregated local and national media list and pitched media/editorial placements

THE INTEGER GROUP

June 2013-Aug 2013

- Worked closely with the Digital Team to assist with the traditional marketing campaign execution process
- Researched and planned a 360° campaign based on the Shopper Continuum to be used to attract new business

Philanthropy

Urban Nights Denver: Social Media Chair

EDUCATION

Ohio University, E.W. Scripps School of Journalism
Bachelor of Science in Journalism
Minor in Business