

TARAH HOLLAND

Portfolio: tarahholland.com
LinkedIn: linkedin.com/tarahholland

COMMUNICATIONS & MARKETING MANAGEMENT PROFESSIONAL

Accomplished communications and marketing manager with more than 14 years of professional experience that encompasses strategic planning, creative development, relationship building and event management. Provides innovative and enthusiastic leadership in a team environment. Develops strategies that attract customers and result in success.

Areas of Expertise:

- Digital Marketing Strategy
- Social Media Management
- Web Development
- Content & Engagement Strategy
- Initiative & Creativity
- Media Buying
- Industry & Public Relations
- Research & Analysis

PROFESSIONAL EXPERIENCE

Assistant Director of Graduate Admissions (7/2016 – Present)

Elon University Office of Graduate Admissions

Manages recruitment and marketing for the M.A. in Interactive Media, Master of Education and M.A. in Higher Education programs. Responsibilities include travel to and coordination of graduate recruitment fairs and events, management of program websites, digital marketing strategy, content strategy and development, and social media content and advertising.

- Serves as office liaison for digital marketing efforts with third party agency and implemented changes that resulted in improved Google Ad click-through rates (CTRs) and improved average position on Google search results.
- Developed and manages virtual information sessions and social media advertising campaigns for four graduate programs, which have led to increased awareness and additional traffic to program websites.
- Builds relationships with prospective students for Elon's graduate programs, establishes outreach initiatives and strategies to build applicant pools and reach enrollment goals for each program.
- Establishes partnerships and relationships with faculty at Elon, other colleges and universities, professionals and organizations to widen network of contacts and forums to disseminate information about Elon's graduate programs.
- Developed iMedia Meet-Ups, a series of off-campus recruitment/networking events to bring together prospective and current students, alumni, faculty, staff and professionals to promote the M.A. in Interactive Media program.

Freelance (12/2009 – Present)

Various Clients & Publications – Regional/National

Web development, content, public relations and social media management for various clients. Writing includes feature articles, press releases and website content for various industries, including higher education, tourism and insurance.

- Developed a custom, responsive WordPress website for Johnson & Associates Inc. Development included wireframing of the website redesign concept and content development that led to an increase of pages, from five to more than 50, pages to improve SEO. Wrote content for the new website. Offered recommendations for optimizing social media via Facebook, Twitter and LinkedIn, and managed a \$500 per month Google AdWords campaign.

Tourism Development Manager (4/2013 – 6/2015)

County of Franklin, Virginia – Rocky Mount, Va.

Charged with developing a plan to market Franklin County's tourism assets to consumers and further product development, with the goal of positively impacting visitor expenditures, and local and state tax receipts. Managed a tourism budget of more than \$146,000, which included a \$20,000 local grant program.

- Secured a \$15,000 state grant to revamp the tourism website and visitor guide. Managed project – total budget \$59,762.
- Wrote creative content and organized industry listings for the new tourism website and visitor guide.
- Garnered 34% increase in website visits and 33% increase in unique visitors during first quarter of fiscal year 2014-15.
- Reprioritized a \$10,000 state grant to promote the county's music heritage. Managed project – total budget \$22,945.
- Directed the committee charged with reviving the Franklin County Agricultural Fair in 2014 after a nearly 40-year hiatus. The four-day event welcomed more than 6,500 patrons and earned revenues exceeding \$112,300.
- Saved county more than \$6,000 in expenses by reprioritizing the budget and negotiating vendor rates for a single event.
- Increased first quarter consumer leads by 204% and visitor information inquiries by 121% during fiscal year 2014-15.

Visitor Services Specialist (10/2011 – 4/2013)*Roanoke Valley Convention & Visitors Bureau – Roanoke, Va.*

Welcomed visitors at the Roanoke Valley Visitor Information Center and provided information to aid their travel while in the region. Wrote press releases and other content to increase awareness of the *Virginia's Blue Ridge* brand.

- Utilized Vocus and Simpleview CRMs in the management of press release distribution and media contact lists.
- Monitored and reported tourism-related media coverage.

Disability Claims Analyst (6/2010 – 4/2013)*Disability Determination Services – Roanoke, Va.*

Organized and analyzed medical evidence and vocational factors to determine eligibility of individuals filing Social Security Disability Insurance, Supplemental Security Income and/or Medicaid claims.

- Recognized for professionalism and accuracy of claim decisions.

Public Relations/Social Media Manager (3/2008 – 11/2009) *Shreveport-Bossier Convention & Tourist Bureau – Shreveport, La.*

Managed all public relations and social media strategy in support of the new destination brand – *Louisiana's Other Side*. Implemented an interactive social media marketing plan and tracked the results of those efforts, which included content development for the organization's *Inside the Other Side* blog. Organized media familiarization tours throughout the region. Presented monthly updates to the local tourism industry regarding public relations efforts and initiatives.

- In 2009, garnered print and broadcast media coverage valued at more than \$17 million, with features in the Houston Chronicle, Dallas Morning News, Miami Herald and other media outlets.
- Established the organization's Facebook and Twitter accounts. Built Facebook to more than 700 active followers.
- Managed communication and outreach strategy for the *Show Us Your Shreveport-Bossier* video contest campaign, and organized the red carpet premiere.
- Developed creative strategy for social media, which included a six-video YouTube series about the destination.
- Partnered with two regional publications to launch a tourism column featuring local industry partners and events.
- Established and managed public relations strategies for the 29-parish Louisiana North Coalition.

Newspaper Reporter (4/2004 – 3/2008)*The Roanoke (Va.) Times, Greensboro (N.C.) News & Record,
The Times (Shreveport, La.)*

Reporting roles in which I wrote news and feature articles about local businesses, the economy, real estate, politics, residents, city council, education, legal issues and sports.

- Wrote and posted daily online updates.
- Selected to serve on the company's recruitment committee and Leveraging Difference (Diversity) Council, 2005-2007.

EDUCATION**M.A., Interactive Media***Elon University, Elon, N.C. – May 2016***B.S., Journalism and Mass Communication – Print Journalism Sequence***North Carolina Agricultural & Technical State University, Greensboro, N.C. – May 2004, Cum Laude***AFFILIATIONS & RECOGNITIONS**

- Member, Phi Kappa Phi National Honor Society – Inducted 2016
- Vice President of Marketing, Blue Ridge Travel Association – 2014-2015; Secretary 2013-2014
- Board of Directors and Executive Committee, Roanoke Valley Convention & Visitors Bureau – 2013-2015
- Tourism Marketing Professional Certification, Southeast Tourism Society – Awarded 2014