

# TARAH HOLLAND

Portfolio: [tarahholland.com](http://tarahholland.com)  
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## COMMUNICATIONS & MARKETING PROFESSIONAL

More than 16 years of professional experience that encompasses digital and print content strategy, integrated marketing, strategic planning, relationship building and event management.

### Areas of Expertise:

- Content & Engagement
- Initiative & Creativity
- Digital Marketing Strategy
- Social Media Management
- UX Design/Usability Testing
- Research & Analytics

## PROFESSIONAL EXPERIENCE

### Digital Content Strategist (12/2018 – Present)

*Teaching & Learning Technologies (TLT) – Elon University*

Collaborates with departments and programs across campus to develop content for informative, user-intuitive and accessible websites, social media and other forms of digital media, while upholding university brand standards.

- Integrates content and user experience (UX) design strategies into projects such as websites, new applications, instructional modules, digital signs and videos.
- Manages marketing and communications for TLT, Information Security and various information technology projects.

### Freelance (12/2009 – Present)

*Various Clients & Publications – Regional/National*

Web development, content strategy, public relations and social media management for various clients. Writing includes website content, feature articles and press releases 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, to improve SEO. Wrote content for the new website. Offered recommendations for optimizing social media via Facebook, Twitter and LinkedIn, wrote social media and blog content, and managed a Google AdWords campaign.

### Assistant Director of Graduate Admissions (7/2016 – 12/2018)

*Office of Graduate Admissions – Elon University*

Managed recruitment and marketing for the M.A. in Interactive Media, M.A. in Higher Education and Master of Education programs. Responsibilities included 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.

- Served 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 managed virtual information sessions and social media advertising campaigns for five graduate programs, which led to increased awareness and additional traffic to program websites.
- Developed relationships with prospective students for Elon's graduate programs, and established outreach initiatives and strategies to build diverse applicant pools and program cohorts, including off-campus networking events.

### 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 partner 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.
- 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***North Carolina Agricultural & Technical State University, Greensboro, N.C. – May 2004, Cum Laude***AFFILIATIONS & RECOGNITIONS**

- Director of Email Marketing, American Marketing Association, Triangle Chapter — 2020
- Phoenix Innovation Award, Elon University — 2020
- BRIDGES Academic Leadership for Women, UNC — 2018
- Member, Phi Kappa Phi National Honor Society — Inducted 2016
- Vice President of Marketing, Blue Ridge Travel Association — 2014-2015; Secretary 2013-2014
- Tourism Marketing Professional Certification, Southeast Tourism Society — Awarded 2014