



# Kari Martin Hollinger

brand manager

✉ kariannemartin@gmail.com

☎ 540.480.0213

🌐 [karimartinhollinger.com](http://karimartinhollinger.com)

📍 Raleigh, NC

## EDUCATION

### VCU Brandcenter

#### M.S. in Business

Brand Management/Branding

3.9 GPA | AUG 2021 - MAY 2023

*D&AD New Blood Pencil award winner*

### Eastern Mennonite University

#### B.A. in Fine Art

Business Administration

+ Communication minors

3.8 GPA | AUG 2006 - AUG 2010

## SKILLS

Creative + analytical problem solving

Cross-functional team leadership

Brand strategy, positioning + messaging

Market trend + competitive analysis

Qualitative + quantitative consumer research

*(focus group facilitation, discussion guides,*

*in-depth interviews, RFPs, surveys)*

Audience development

Digital marketing + design

Integrated marketing campaign planning

Deck narrative, design + presentation

Microsoft Office + Google Suites

Adobe Creative Suite

MRI Simmons + Mintel

## ALSO A(N)

Farmers market advocate + seasonal eater

Board game aficionado

Avid reader of fantasy + mysteries

Print maker/lino printer

Enneagram 4w3

## EXPERIENCE

### Graduate Brand Strategy + Marketing Consultant

Shibumi Shade | NOV 2022 - APR 2023

**Brand Strategy:** Conducted consumer and market research, as well as business analysis to develop comprehensive brand positioning strategy addressing how to turn Shibumi, an innovative beach/sun shade, into a lifestyle brand. Included target audience development, consumer journey mapping, comms/media planning, messaging development, and creative briefing/concepting.

**Integrated Campaign Development:** Recommended full-funnel marketing campaign plan with emphasis on brand awareness advertising for \$4-5M marketing budget. Directed and collaborated with cross-functional creative team to develop advertising copy and execute omnichannel creative solutions for pitch presentation.

**Presentation Creation + Delivery:** Used persuasive storytelling grounded in brand, consumer, and market research insights to build narrative structure for pitch presentation. Designed slides and presented hour-long pitch to Shibumi stakeholders.

### Account Management Graduate Intern

McKinney | JUN - AUG 2022

**Clients:** Sherwin Williams, Alzheimer's Association, Neighborly, Choice Hotels + new business

**Campaign Management:** Oversaw relationships, planning process, and logistics with the client and agency cross-functional teams to develop campaign work for the Walk to End Alzheimer's. Provided creative feedback and edits, and coordinated with internal production company to finalize/deliver creative assets.

**Presentation Development:** Coordinated and assisted strategy, account, and creative teams in building presentations for internal creative briefings, client updates, and the Alzheimer Association pitch. Delivered presentations as part of a team for both internal and client-facing meetings.

**Audits + Analysis:** Performed brand and DEI audits, competitive research and analysis to improve brand marketing efforts, and a background report for new business.

### Marketing + Communications Manager

Arts Together | MAR 2018 - MAY 2021

**Brand Development + Management:** Established a cohesive brand identity with new messaging strategies that were woven into all print/digital design and communication for a community arts nonprofit and preschool. Provided support and oversight to help staff apply brand guidelines.

**Marketing Collateral + Integrated Campaign Creation:** Produced and provided creative art direction and copy for new print collateral in collaboration with contracted graphic designer, and designed/wrote content for integrated email and social media campaigns, monthly e-newsletters, and mixed-media blog posts, increasing website traffic by 22% and student enrollment by 11% over two years (pre-pandemic).

**Digital Fundraising Campaign Development:** Used creative storytelling around brand values (creativity, community, collaboration, confidence) to develop and execute digital Giving Tuesday campaigns, growing donations 365% over three years.

**Program Launch + Analysis:** Led four program launches annually across classes and educational initiatives. Involved managing registration system buildout and website updates, collaborating with Program Directors to streamline offerings based off effectiveness of prior enrollment metrics, and setting pricing based on market research.

### Program Administrator

North Carolina Arts Council | OCT 2015 - MAR 2018

**Relationship Management:** Served as the primary liaison on behalf of the executive team for the Governor-appointed Board of Directors and Foundation Board for NCAC, a government agency overseeing the arts statewide.

**Contract, Budget + Vendor Management:** Negotiated and oversaw contracts with venues and vendors. Developed and tracked budgets for agency events.

**Event Coordination:** Managed three, multi-day board events held annually across NC, featuring overnight stays, art/cultural site visits, meetings, and elaborate dinners for high-profile government officials. Created digital collateral for each multi-faceted event containing important logistical and agenda-related information.

### Marketing + Communications Project Manager

North Carolina Symphony | FEB 2013 - OCT 2015

**Project + Design Management:** Oversaw the creation and production of all marketing and fundraising print/digital collateral for integrated campaigns. Involved cross-functional collaboration, managing in-house and contract graphic designers, developing project content and master timelines, controlling workflow and reprioritizing projects daily, providing creative feedback, copyediting, and vendor management in a rapidly changing environment.