

Kari Martin Hollinger

brand manager

✉ kariannemartin@gmail.com

☎ 540.480.0213

🌐 karimartinhollinger.com

📍 Raleigh, NC

EDUCATION

VCU Brandcenter

M.S. in Business/Branding
Creative Brand Management

3.9 GPA | MAY 2023

D&AD New Blood Pencil Winner

Eastern Mennonite University

B.A. in Fine Art
Business Administration
+ Communication minors

3.8 GPA | AUG 2010

SKILLS

Creative + analytical problem solving
Cross-functional team leadership
Brand strategy, positioning + messaging
Competitive + industry analysis
Qualitative + quantitative research
Audience development
Digital marketing + design
Integrated campaign planning
Deck narrative, design + presentation
Adobe Creative Suite + Canva
MRI Simmons + Mintel

INTERESTS

Frequenting farmers markets



Board game nights



Printmaking



Reading fantasy + mysteries



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 a comprehensive brand strategy addressing how to become a lifestyle brand. Included target audience development, consumer journey mapping, comms planning, messaging development, and creative briefing.

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

Presentation Creation + Delivery: Used persuasive storytelling 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 client logistics and internal cross-functional teams through the strategic and creative planning process to develop campaigns. Coordinated with production to finalize and deliver creative assets.

Meeting Facilitation: Coordinated and ran productive internal meetings that drove team alignment with clear action items and documented next steps to keep projects on schedule.

Presentation Support: Assisted internal teams in building presentations for client-facing meetings, creative briefings, and new business pitches. Delivered presentations for internal and client-facing meetings.

Research: Performed strategic research for brand audits, competitive analysis, and optimization.

Marketing + Communications Manager

Arts Together | MAR 2018 - MAY 2021

Brand Development: Established a cohesive brand identity with new messaging strategies that were woven into design and communication through owned and paid channels for a community nonprofit and preschool.

Marketing Collateral + Integrated Campaign Creation: Created new print collateral in collaboration with a contracted graphic designer. Developed strategy, content, and graphics for integrated email and social media campaigns, monthly newsletters, and blog posts. Increased web traffic by 22% and enrollment by 11% over two years. Grew social following by 168% across platforms over three years.

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

Program Launch: Led four program launches annually across classes and educational initiatives. Developed schedules, managed registration system buildout and website content updates, and streamlined offerings based off the effectiveness of prior enrollment metrics.

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.

Marketing + Communications Project Manager

North Carolina Symphony | FEB 2013 - OCT 2015

Project + Design Management: Oversaw the creation of marketing and fundraising creative, including print and digital, for integrated campaigns. Led internal cross-functional projects, managed in-house and contract designers, created timelines, developed and organized project content, reprioritized workflow daily, provided creative feedback, and managed vendors in a rapidly changing, deadline-driven environment.