

BRENDAN HOLDER

MARKETING & PROJECTS SPECIALIST

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SELECT HIGHLIGHTS

- Led high performance and creative teams during design, development, and management of creative solutions including digital marketing campaigns, websites, custom applications, digital signage projects, presentations, videos, illustrations, and digital service integrations.
- Cultivated relationships with stakeholders at all levels while managing hundreds of highly successful projects for Fortune 500 to medium and small businesses. Clients include BP plc, BP America, ampm, Castrol, Schlumberger, Centex Homes, Hilton Worldwide, CanCare, PricewaterhouseCoopers, IABC Houston, and more.
- Well-rounded skillset includes excellent communication, organization, leadership, and problem-solving within multiple industries with a highly personable, upbeat, and positive personality.
- Secured millions of dollars through technology services sales, marketing communication sales, and software sales as a highly persuasive communicator with a very strong closing record.

CORE COMPETENCIES / SKILLS

Digital Marketing & Advertising	Project Lifecycle Management	Account & Sales Management
Relationship Management	Coaching & Training	Proposal Development
Strategic Planning & Execution	Team Leadership & Collaboration	Traditional Marketing & Advertising

EXPERIENCE

BHDC - BRENDAN HOLDER DIGITAL COMMUNICATIONS | KATY, TX

MARKETING & ACCOUNTS MANAGER 1/2018-PRESENT

- Support client's business goal attainment by conceiving and delivering highly impactful solutions including digital marketing, digital integrations, application user interface design, web design, and web development.
- Provide exceptional customer service while managing complete project lifecycle, including post-implementation support. Complete quality deliverables on time and within client specifications.
- Designed a custom business management application for a major industrial pipeline company.
- Marketing campaign architect for a successful, leading Houston-IT service company.

BP | HOUSTON, TX

DIGITAL APPLICATION & ACCOUNTS MANAGER (CONTRACTOR) 12/2010 - 11/2018

- Ushered in technological innovation by designing and implementing custom solutions while managing the digital development team, vendors, and other personnel.
- Worked closely with BP America's Head of Digital Communications to identify needs/pain points and recommend appropriate solutions. Oversaw and collaborated with local, regional, national, and international contractors during all project phases.
- Vastly decreased time/effort needed for managers and directors to access top-level management activity by building and maintaining a highly-innovative, custom solutions. One such example included a breakthrough, highly regarded solution for integrating BP's global directory for permissible use and view accessibility and usability in a widely used custom application that I oversaw the development and execution.
- Enabled streamlining of US operations' IT procurement process after developing custom, company-wide IT procurement processing application system.
- Co-designed, co-developed, and managed a custom and high-profile web-based relationship management solution for public BP-sponsored events, which included the BP MS150 and Houston Livestock Show & Rodeo.

THE WEB DEPARTMENT, LLC | HOUSTON, TX

HEAD OF SALES & PROJECTS 5/2004 - 1/2018

- Drove dynamic business growth by single-handedly annually securing hundreds of thousands of dollars in digital media solution sales by leveraging existing accounts and skillfully converting new leads to clients.
- Cultivated strong, positive customer relationships; generating repeat business and new opportunities almost exclusively from word-of-mouth. Quickly uncovered needs of clients, which included Fortune 500 to medium and small businesses, and was engaged directly throughout full sales cycle on all projects.
- Designed, created, and managed hundreds of creative, award-winning web and marketing solutions across multiple industry types, including energy, auto, medical, construction, industrial, manufacturing, legal, advertising, recruiting, and education.
- Guided talented teams during the project lifecycle and collaborated with numerous ad/design agencies.
- Boosted brand awareness by overseeing all company marketing efforts.
- Spearheaded company turn around within four months, ensuring profitability for over a decade.
- Enabled continuous growth by regularly crafting and refining company messaging and service offerings.

TECHONE CENTRE | HOUSTON, TX

DIGITAL MARKETING & ACCOUNTS MANAGER 3/2016 - 1/2018

- Oversaw all digital marketing functions and oversaw creative strategic planning.
- Increased brand awareness after utilizing insights from analytics assessments, forecasting, and market research to generate campaigns and custom-designed advertisements.

BP | HOUSTON, TX

SENIOR DIGITAL DEVELOPMENT MANAGER (CONTRACTOR) 3/2004 - 2/2016

- Strengthened communication by executing and managing high-visibility BP applications and digital projects for groups and channels across North America. Partnered with head communications directors and other company leaders to spur results.
- Provided various training to staff.
- Drastically increased viewership of the North American TV signage network (*PlanetBPTV*) by expanding broadcast locations, new content solutions; ultimately reaching over 20,000 internal viewers daily.
- Bridged communication gap between BP's corporate leadership and staff by designing and implementing a highly-successful communications tool that was featured in a Financial Times of London article.
- Co-designed, co-developed and managed BP America's primary informational resource, "Planet BP", which received the IABC Houston Bronze Quill Award for *Excellence in Communications* twice as a leading Fortune 500 corporate communications intranet.
- Designed, developed, and managed BP's official US Olympic and Paralympic sponsorship intranet and numerous other intranet solutions for business units throughout North America and Europe.

EDUCATION

THE ART INSTITUTE OF HOUSTON | HOUSTON, TEXAS

Academic Honors Graduate | Music & Video Business (MVB)

Entertainment Business Management, Communications, Marketing, Advertising, and Multimedia.