

# BRENDAN HOLDER

Houston, Texas  
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## Professional Summary

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### Sales, Advertising, Marketing, and Business Management

- Independently formulated, nurtured, and closed millions of dollars in sales across multiple industries.
- Extremely persuasive communicator: overcome objections, negotiate to suit all parties, and build lasting relationships.
- Strong marketer with extensive experience working in creative, technology, and energy industries.
- Successful business manager for a 20-year, award-winning, industry-leading, web design, and development agency.

### Web Project and Account Management

- Highly experienced web project and account manager, overseeing projects for Fortune 500 to medium and small businesses, including BP plc London, BP America, BP Alaska, BP Canada Energy, Castrol, ampm, ARCO, Centex Homes, CanCare, The Web Department, PricewaterhouseCoopers, IABC Houston, Christus Health, and more.

### Web Design, Development, and Graphic Design

- Extensive experience designing, developing, and managing hundreds of web-based, enterprise-level to medium and small business solutions including, business websites, applications, digital marketing campaigns, digital signage projects, videos and animations, photo journalism projects, digital service integrations, and more.

## Professional Experience

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### Principal

*Brendan Holder, Houston, Texas Area. January 2018 to Present. Website: brendanholder.com.*

Providing a wide range of business solutions, including project and account management, web design and development, technical support, voiceovers and narrating, digital marketing, software and service integrations, multi-stage video production, photography, business analysis, and consulting.

### Digital Application Manager

*BP (vendor-contractor). January 2018 to November 2018. Website: bp.com.*

Oversaw co-developed internal and external web-based BP communications applications.

### Head of Projects & Operations

*The Web Department, LLC, Houston, Texas. May 2004 to January 2018.*

*An award-winning web design and development company that provided professional solutions for Fortune 500 to medium and small businesses.*

Was responsible for setting the direction, overseeing operations, and ensuring continued company success.

- Created, enhanced, and refined the company's service offerings to ensure continued growth.
- Responsible for generating and closing hundreds of thousands of dollars in small business web solutions annually.
- Designed and developed cutting-edge web solutions for Fortune 500 to medium and small businesses.
- Served as lead project and account manager on all projects.

### Marketing & Accounts Manager

*TechOne Centre, Houston, Texas. March 2016 to January 2018.*

*An award-winning IT Service provider with locations in Houston and Dallas, offering leading IT solutions for business and education.*

Responsible for the company's marketing and *Apps & Web* IT development division.

- Successfully advertised, marketed, and sold the company's services using a wide variety of methods, including digital marketing campaigns (web, email, and social media).

### Digital Development Manager

*BP via The Web Department, LLC (BP vendor-contractor). March 2004 to February 2016. Website: bp.com.*

Responsible for overseeing the design, development, deployment, and management of high-visibility BP intranet applications and other digital projects for groups and channels throughout the United States and Canada.

- Worked directly with top corporate communications directors, and other company leaders.
- Co-developed and managed BP's official North American employee communications intranet, "Planet BP".
- Managed BP's North American TV network, which reached over 20,000 people in multiple business offices daily.

## Skills

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Project and Account Management	Business Management and Consulting	Marketing and Advertising
Multi-Industry Sales	Oral and Verbal Communications	Software and Service Integrations
Project Negotiations	Web Design and Development	Audio, Video, and Photography
Digital Media Services	Email Marketing	Writing
Custom Business Solutions	Digital Signage	Voiceovers

## Software & Services

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CRMs (Infusionsoft, Daylite, Agile..)	Apple and Microsoft Systems	Zapier and other integration apps
Adobe Creative Suite (Photoshop..)	WordPress and other CMS systems	MailChimp
MS Office 365 Suite	Omni Software	Facebook Ad Manager
Apple Final Cut Pro	Buffer, other media syndication	Google AdWords and Analytics

## Awards, Work Recognition & Mention

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### **International Association of Business Communicators (IABC Houston) [IABC Bronze Quill Awards]**

BP in conjunction with Brendan Holder (The Web Department) and Spinvisible received the IABC Houston Bronze Quill Award for Excellence in Communications twice for “Planet BP”, a leading Fortune 50 corporate intranet, which was the leading source for company and industry news in North America, reaching over 15,000 BP employees and contractors daily for over 15 years.

### **The Wall Street Journal – Hurricane Katrina Gulf Coast Update [Global Publication Photography]**

The Wall Street Journal featured PhotosFromKatrina.com lead photo in their “Gulf Coast Update”, a 1-year Hurricane Katrina anniversary special. Brendan Holder produced and contributed the majority of the on-location photography for PhotosFromKatrina.com — an extensively researched, 140-page (and over 400 photo) online photo-essay covering Katrina’s catastrophic effects on coastal Mississippi. The website reached over half a million visitors and served as a key educational resource for numerous educational, religious, and commercial institutions throughout the United States.

### **Financial Times of London – “Dialogue” for BP America President Bob Malone [Global News Story]**

Working with BP and Spinvisible, Brendan Holder (The Web Department) oversaw the “Dialogue” project, a blog-style application for BP America Chairman and President Bob Malone. This highly successful communications tool created a dialogue between the company president and the employees. The application was featured in a Financial Times of London article titled "US Chief Banks on a Blog to Raise Standards."

### **Scholastic Incorporated – Junior Scholastic Magazine [National Educational Reference]**

Scholastic Incorporated selected PhotosFromKatrina.com as a primary educational reference in their Hurricane Katrina 1-year anniversary special issue of the nationally distributed Junior Scholastic publication teacher’s edition. The reference was one of only two: PBS Frontline and PhotosFromKatrina.com.

### **Mississippi State University 10-Year Katrina Anniversary (2015) [Collegiate On-Campus Photo Gallery Exhibit]**

For the 10-year anniversary, the university held a special on-campus gallery exhibit featuring photos from Brendan Holder.

## Industry-Oriented Education

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### **Applied Arts Degree – The Art Institute of Houston**

Academic Honors Graduate – 3.87 GPA. Entertainment Industry – Music and Video Business (MVB).  
Focus Study: Business Management, Marketing, Advertising, Media, Audio, and Video Production.