

HOLLIS MIDKIFF

INTEGRATED MARKETING SPECIALIST

Brings 5 years of professional experience and a strong creative foundation with a systems mindset to driving brand growth through storytelling, integrated marketing & execution across the full marketing lifecycle. Applies an artist's eye and a global mindset to cross-functional B2B and B2C campaign planning, translating complex ideas into clear, compelling, human-centered work in fast-paced environments.

Prospecting & Lead Optimization • CRM Management • RFPs & Pitching • Multi-Channel Campaign Development
Data-Driven Reporting • Creative Direction • HubSpot, Brandwatch, Adobe Suite, Asana

EDUCATION

UNIVERSITY OF GEORGIA 2018-2023

Grady College of Journalism: 4+1 Program

Master of Arts: Integrated Advertising & PR

Bachelor of Arts, minor in English: Advertising

Terry College of Business

Certificate Program Recipient: Music Business

THE CREATIVE CIRCUS 2021

Summer at the Circus, Student

Completed coursework in Creative Strategy, Copywriting, Art Direction and Graphic Design as part of a selective creative advertising program.

ACCOLADES

Dean's List • Zell Scholarship • Cum Laude

CREATIVE LEADERSHIP

Artist Management 2020-PRESENT

The Asymptomatics

Band Manager, Creative Director

- Led brand development, shaping visual identity, content strategy, website & live event presentation to support audience growth.
- Managed campaign execution across social, experiential activations, media outreach & partnerships to expand regional awareness.

Industry Training SEPT 2023

Creative Artists Agency (CAA): The HUBB

- Selected for competitive professional development program with CAA, Amazon Music, and Live Nation.

CREATIVE PORTFOLIO

Includes graphic design, brand identity, campaign & independent work.

CONTACT

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 832-726-4036

 <https://tinyurl.com/hollismidkiff>

WORK EXPERIENCE

JACKSON SPALDING

2023-PRESENT

Integrated Marketing Specialist

- Recipient of Jackson Spalding's annual Culture Award for Character, recognizing high-quality, reliable, results-driven work.

Agency Marketing Strategy & Execution

- Partnered with senior leadership as a strategic advisor to support long-term, external multi-channel marketing strategy and execution for Jackson Spalding, contributing to 30% YoY brand visibility growth through owned content development, brand stewardship and coordinated internal communications.
- Content, Social & Brand: Developed SEO- and AEO-optimized content calendars aligned with core agency messaging and visual storytelling; translated long-form insights into channel-specific social recommendations and supported creative direction across Meta and LinkedIn to reinforce brand positioning.
- Email, Website & Lifecycle: Supported email marketing, website and UX initiatives by analyzing performance and audience behavior; developed lead nurture programs and lead scoring models to qualify MQLs based on behavioral and paid-source engagement, improving engagement and conversion (15% open rate, 3% CTR).

Strategic Planning & Positioning (New Business)

- Supported research, insight synthesis and positioning development for integrated marketing approaches within pitch and proposal environments for enterprise and category-leading brands (AT&T, Delta Air Lines, The Weather Company, Hertz, Rollins), translating cross-functional inputs and client context into clear strategic narratives that shaped pitch decks, messaging direction, and channel recommendations.

Full-Funnel CRM, Prospecting & Revenue Reporting

- Reported directly to agency partners, supporting \$4M in YoY contract revenue by managing full-funnel new business infrastructure—from prospecting and MQL qualification through pipeline tracking and performance reporting.
- Developed lead scoring models and lifecycle flows to prioritize prospects based on behavioral and paid-source engagement; managed HubSpot dashboards and pipeline analysis to refine workflows, improve cross-team alignment via Asana and sustain a 60% win rate.

JACKSON SPALDING

2022-2023

Business Development & Marketing Intern

- Designed pitch decks, wrote case studies & managed sales enablement materials. Managed HubSpot CRM and supported reporting
- Supported launch of agency rebrand and internal communications.
- Assisted with integrated marketing execution across all channels.