

HOLLIS MIDKIFF

BUSINESS DEVELOPMENT • INTEGRATED MARKETING

Brings 5 years of professional experience and a strong creative foundation with a systems mindset to driving brand growth through storytelling, integrated marketing and 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.

Campaign Management • Prospecting & Lead Optimization • Pipeline Management • Multi-Channel Content Strategy • Data-Driven Reporting • CRM Utilization • Creative Direction, Visual Branding • 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

WORK EXPERIENCE

JACKSON SPALDING

MAY 2023 - PRESENT

Business Development and Marketing Manager

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

Marketing and Lead Generation: Led integrated, multi-channel campaigns driving 30% YoY brand visibility growth, 17M+ social impressions, and a 60% increase in website traffic. Managed creative development of all owned assets, ensuring brand consistency.

- Email Marketing: Improved performance to a 15% open rate and 3% CTR through refined design, content strategy & targeted automation.
- Website: Managed web projects focused UX improvements, content updates & traffic flow.
- Content Strategy: Developed SEO & AEO-optimized content calendars integrating strong visual storytelling to drive performance.
- Social Media: Provided creative direction and channel strategy across Meta & LinkedIn, overseeing content execution & performance.
- Lead Scoring & Conversion: Designed HubSpot lead scoring & lifecycle automation to increase high-quality lead capture & improved MQL-to-SQL conversion through nurture strategies.
- Data & Reporting: Built HubSpot dashboards, improving data accuracy & visibility by 25%.

Business Development: Contributed to \$4M YoY contract revenue by leading high-value, blue-chip pitches.

- Maintained a 60% win rate by refining pitch processes, designing pitch decks, analyzing HubSpot data & improving cross-team alignment via Asana. Partnered across digital, PR, brand strategy, creative, paid media & reputation teams to deliver integrated plans.

JACKSON SPALDING

SEPT. 2023

Business Development and Marketing Intern

- Project management across all external agency channels & agency rebrand efforts. Assisted with sales enablement by managing pitch materials & coordinating business development pitches.

GEORGIA THEATRE

2021-2022

Marketing and Hospitality Intern

- Managed social media accounts & created branding content for 30,000+ followers.
- Assisted in hospitality tasks, including budgeting & sourcing for event riders.

CREATIVE LEADERSHIP

Artist Management 2020-PRESENT

Band Manager, Creative Director: The Asymptomatics

- Built and managed a full-funnel creative brand, spanning visual identity, content strategy, live events & audience growth.
- Directed campaigns across social, streaming platforms, and experiential activations
- Media outreach & partnership development to expand regional visibility.

Industry Training

Creative Artists Agency (CAA) – The HUBB Program

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

CREATIVE PORTFOLIO

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

 <https://tinyurl.com/hollismidkiff>

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