

HOLLIS MIDKIFF

INTEGRATED BRAND MARKETING & BUSINESS DEVELOPMENT SPECIALIST

Brings 5 years of professional experience with an agency background in integrated marketing and business development shaped by building and selling integrated plans that translate brand strategy into compelling campaigns. Combines a strong creative foundation with a systems mindset and a global perspective to drive brand growth through storytelling, visual expression, and cross-channel execution across B2B and B2C 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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🌐 <https://tinyurl.com/hollismidkiff>

WORK EXPERIENCE

JACKSON SPALDING

2023-PRESENT

Integrated Marketing & Business Development Specialist

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

Full Funnel Strategy and Execution

- Partnered with C-suite leadership to support Jackson Spalding's external, multi-channel brand and campaign marketing strategy across the full funnel—from awareness and engagement through lead generation and new business conversion—contributing to 30% YoY brand visibility growth and \$4M in contract revenue.

Brand, Content & Awareness

- Led SEO- and AEO-informed content planning aligned with core agency messaging, brand narrative, and visual storytelling; translated long-form insights into channel-specific content and social strategies, supporting creative direction across Meta and LinkedIn.

Direct Channels: Email, Website

- Supported the management and optimization of owned channels, including email and website, using performance data and audience behavior analysis to inform brand storytelling, nurture engagement, and drive qualified interest within integrated campaigns.

Lifecycle Marketing & Lead Qualification

- Designed lead scoring models and lifecycle flows to support MQL qualification and prioritization based on behavioral and paid-source engagement, strengthening marketing-to-sales alignment and pipeline readiness.

Strategic Planning, Pitches & Go-to-Market Development

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

CRM, Pipeline & Revenue Reporting

- Built and maintained integrated HubSpot dashboards from MQL reporting and prospecting insights through SQL vetting, pipeline tracking, and revenue performance to inform marketing, and business development strategy.

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.