

# HOLLY C. FOWLER

## MARKETING SPECIALIST

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## WORK EXPERIENCE

### MARKETING SPECIALIST

2016 – PRESENT

### MARKETING CONSULTING SERVICES

#### LAB1886 – MERCEDES-BENZ DIGITAL INCUBATOR – MARKETING COMMUNICATIONS (CONTRACT)

- Recruited 1,200 app downloads for pilot program, with 3,000 users on the waitlist
- Lead marketing strategy, branding, and communication for 2 projects simultaneously, taking them from idea to pilot to implementation in under 4 months
- Successfully managed a lean marketing budget of \$100,000
- Design and execute communications strategies for app launch and shark tank event (e.g. posters, banners, website and social media images and videos)
- Worked cross functionally across a diverse group of stakeholders
- Measure success of campaigns and engagement using analytics
- Developed Facebook ad strategy, using A/B testing
- Establish brand guidelines to maintain consistency across all mediums of communication

#### COLITISCOPE NUTRITION – EDITORIAL / PUBLISHING / CONTENT

- Grew Instagram organically by 700%, established a 45% email open rate for health and wellness blog
- Write, edit, publish, and promote weekly content marketing
- Create and manage email marketing campaigns through MailChimp

#### WHOLE BODY IQ – DIGITAL MARKETING (CONTRACT)

- Created and grew social media channels organically for an early stage health tech startup company
- Performed market research on social media trends for health tech industry
- Maintained consistent branding in voice and tone, as appropriate for each type of communication

### PRODUCT MARKETING MANAGER

2015 – 2016

### VMDOC

- Grew daily active user base by 2,000% for early stage startup company
- Increased client base by 300%
- Developed and implemented brand and messaging strategy for a medical SaaS startup company
- Collaborated with cross-functional stakeholders to establish product management timeline, testing, and updates to ensure timely product releases
- Performed market research to identify go-to-market strategy, competition, risk, and opportunity
- Designed sales presentations, company brochures, and training materials
- Lead implementation process, including demos, training, and onboarding for all clients and staff
- Managed all public relations, including press releases and media
- Created all communications for sales enablement and online content
- Established and maintained content for online presence, including website, blog, and social media
- Wrote all internal and external communications regarding new products and updates

### MARKETING & PR COORDINATOR

2013 – 2015

### HUMAN TECHNOLOGIES, INC.

- Increased company revenue by \$10 million
- Designed and developed proposals, presentations, and collateral for sales team
- Led marketing and brand consistency for internal and external events, including job fairs, trade shows, and charity fundraisers
- Managed external communication with media outlets- press releases and print advertising
- Oversaw social media and email marketing, including content development and graphic design

## EDUCATION

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### **B.A. SPANISH & BUSINESS**

2007 - 2011

### **ERSKINE COLLEGE**

Due West, SC

### **EMAIL MARKETING CERTIFICATION**

SEPT 2017

### **HUBSPOT ACADEMY**

### **INBOUND MARKETING CERTIFICATION**

JAN 2018

### **HUBSPOT ACADEMY**

## SKILLS

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WordPress

Photoshop

InDesign

Illustrator

Facebook

Twitter

Microsoft Office

Editing & Publishing

Trello

MailChimp

Constant Contact

iOS and PC systems

Google Analytics

HootSuite

Instagram

HTML

Slack