

# Will Holst, MPA

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## Summation

I am a senior director of marketing and communications with extensive experience in the higher education, health sciences, arts and nonprofit industries. I have experience integrating traditional and new media strategies into cohesive plans that deliver tangible results.

## Experience

### The University of Arizona College of Nursing, Tucson, AZ

*Senior Director, Marketing and Communications*

*Director, Marketing and Communications*

Aug. 2021-July 2023

March 2018-Aug. 2021

Increased media mentions of the College by over 500% in the first 6 months. Overhauled college website: removed and/or rewrote over 70 pages, implemented new marketing funnel and goal tracking system to evaluate recruiting efforts. Created new E-newsletter with over 10,000 subscribers and 76-page printed year-end college magazine. Efforts resulted in an increase in website users by 41%, pageviews by 86% (Spring '19 vs. Spring '18) and a 30% YOY increase in DNP applications. Currently serve on Dean's Administrative Council for all College operations.

### The Tucson Botanical Gardens, Tucson, AZ

*Director, Marketing and Communications*

March 2017-March 2018

Negotiated regional advertising plan featuring outdoor, radio/tv, web placements at a 65% discount. Increased website visitation by 60% YOY. Exceeded season admission goals and increased holiday event profit by 45%. Designed and created all advertising elements in-house. Wrote, designed and distributed 16-page quarterly magazine. Managed and created all content on the TBG website and monitored marketing funnel and goals via Google Analytics.

### The Sonoran Institute, Tucson, AZ

*Marketing Communications Coordinator*

Aug. 2016-March 2017

Content creator, media buyer, and manager for all Mar./Com. efforts. Managed and created all materials for year-end marketing campaign that led to a 5400% increase in web traffic and 500% increase in online donations.

### Arizona Public Media, Tucson, AZ

*Television Promotions Producer*

July 2013-May 2015

Copywriter, designer, and project manager for all on-air television interstitial programming for AZPM, the PBS affiliate in Southern Arizona.

## Make-A-Wish America, Phoenix, AZ

July 2011-July 2013

### National Visual Strategy Manager

Managed video brand strategy endeavors for the organization's 62 national chapters and 34 international affiliates. Produced National Video/Photo campaigns including DRTV ads and outdoor digital billboard advertising in Times Square. Managed co-branded national creative campaign elements with Macy's, Disney, WWE, and Southwest Airlines.

## University Communications, The University of Arizona, Tucson, AZ

Sept. 2007-June 2011

### Video Communications Manager

Produced over 300 video stories about the UA. Won 6 Emmy awards and produced a broadcast featuring the President of the United States.

## Education

### Master of Public Administration, The University of Arizona, Tucson, AZ

2014-2016

Concentration in Public Management and Finance. Graduated Magna Cum Laude and was inducted into Pi Alpha Alpha Honors Society.

### Bachelor of Arts, The University of Arizona, Tucson, AZ

2000-2004

Majored in Media Arts (Film) with a minor in Creative Writing.

## Skills

*Proficient in:* Wordpress/Drupal website CMS, AP style copywriting and editing, Adobe Creative Suite, Facebook (Insights & Advertising), Twitter (Analytics & Advertising), Instagram (Insights & Advertising), YouTube (Publishing, Advertising, & Analytics), Hootsuite Social Media Manager, Google Adwords, Google Analytics, SEO, PPC digital advertising, MailChimp, video compression for online and mobile (MP4, MOV, .h264, .MXF, etc.), digital photography (Cameras, Formats, etc.), printing (Design & Layout) for various publication types, Microsoft Office Suite, Redbooth Project Management.

*Familiar with:* Slate, Marketing Central, Constant Contact, Adobe Acrobat, Meltwater, Microsoft Excel, Snapchat, 360 Degree Video and Photography, Slack, Trellis (Salesforce).

*Languages:* English (fluent), Spanish (beginner).

## Professional Development and Leadership

Certificate, Google Analytics | 2023.

Past Member, National Association of Television Arts and Sciences.

Past Member, American Advertising Federation.

Member, Pi Alpha Alpha Public Affairs and Administration Honors Society.

Former Mentor, Branding and Digital Storytelling Workshop with PBS NewsHour.

Experience Managing Teams of 10+