

GRANT HOLMES

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MANAGEMENT PROFESSIONAL COMMUNICATIONS & PR MANAGEMENT

Nationally recognized as a proven performer with a solid background of providing consistently strong results. Establishes highly effective communications through constant attention to message, brand awareness and media attention. Leader and consensus-builder, energized by a collaborative teamwork environment. Strong general management skills, with a seasoned ability to meet business goals, effectively communicate with all levels of an organization, while building internal and external messages and relationships.

CORE COMPETENCIES INCLUDE:

*Oral & Written Communications ~ Marketing & Promotions ~ Brand Development ~ Web & Social Media
Professional Speaker & Speech Writer ~ Integrated Marketing Communications Planning ~ Public Relations
Technical & Soft-Skills Training ~ Government Interaction ~ Business Operations ~ Organizational Development*

LEADERSHIP INITIATIVES:

- Nationally recognized trainer & public speaking professional for organizations such as NCR Corp & Quota
- Works well with all levels of an organization from C-level to hourly staff
- Adapts easily to unique industries, challenges and new situations
- Administrates complex, multimillion dollar projects and multiple deadlines with large staff demands
- Develops and delivers highly effective brand awareness programs

PROFESSIONAL EXPERIENCE

Portage County Educational Service Center

Ravenna, OH

2011 - May 2012

Provides consultative educational services to various organizations locally and state-wide

MARKETING & BUSINESS DEVELOPMENT CONSULTANT

Responsible for the re-design, development and implementation of branding and market approach. Works to develop new business, including networking, marketing, trade shows, public relations, collateral materials, website, email marketing, and more.

- Creates, plans & coordinates county-wide hiring fair, chairing a team of 5 professionals- more than 200 jobs offered to jobseekers
- Manages development and production of communications materials
- Delivers regular "Brown Bag" training sessions with staff covering marketing subjects
- Establishes relationships with media outlets to assist with press coverage
- Writes content for newsletters, press releases and collateral
- Administers production of graphics and marketing components to achieve marketing goals, developing over 60 new logos and/or collateral pieces
- Directs and coordinates email campaigns using Constant Contact
- Builds non-existent email campaign contact list to categorized list of nearly 1500 targeted contacts
- Manages web content and establishes new guidelines for content and structure
- Directs redesign and configuration of "Catalog of Services"
- Meets with executive management to evaluate and re-establish goals as needed
- Plans, coordinates and manages trade shows, events and promotions
- Interacts with various public and governmental organizations to connect clients, agencies and message
- Networks and builds strong relationships with clients and new contacts

UNISANCE, LLC

Massillon, OH

1999 - 2011

B2B company supplies Project Management, Marketing and Training services to various organizations nationally

CEO, MARKETING COMMUNICATIONS PROJECT MANAGER

Consulted with clients to assess their specific needs to design, develop and implement marketing, including video, collateral, trade show graphics, and materials.

- Designed and developed brands, coordinated marketing and managed web sites for clients
- Coordinated and managed development and production of communications materials

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- Trained public speaking skills, effective presentation design, marketing message and technical subjects
- Used various social media tools such as Hootsuite, Twitter, LinkedIn & iContact to develop connections
- Created and delivered highly effective training and development over hundreds of dates for various training programs both commercially and in local education environments including diverse subject such as organizational culture training, Microsoft Office and other software

OHIO GRATINGS, INC., Canton, OH, 2000 - 2002
A \$30M+ industrial manufacturer of grating and other custom metal products, supplying an international market

DEVELOPMENT COORDINATOR (*Contracted Consultant)

Spearheaded development of Progress-based (Vantage) enterprise software program that was being customized in-house. The modified ERP system significantly improved the software interface, better served the needs of the company, provided enhanced software integration with actual sales needs and reduced sales time on the phone, leading to more accurate quoting. Coordinated training of company employees as new internal technology systems were implemented for accounting, ERP and other business functions. Worked directly with company President.

- Consulted with President to establish software specifications
- Formulated and implemented schedules for software upgrades and managed process
- Developed and maintained project documentation
- Engaged in recruiting/hiring activities for programmers
- Monitored software project and provided project status reports directly to President
- Prioritized and assigned tasks, addressed schedule conflicts and supplied resolutions
- Developed training curriculum and materials for users
- Assessed training needs, established training criteria and wrote training curriculum
- Delivered all curriculum for staff on subjects from Microsoft Office to ERP systems
- Measured results, and developed follow-up training programs
- Scheduled all training classes, assuring appropriate meeting room setups and equipment requirements
- Created marketing materials, including web site redesign and roll-out

EDUCATION

Graduate Study - *Communications & PR*, KENT STATE UNIVERSITY, Kent, OH (May, 2014)
BA, *Business Administration*, MALONE UNIVERSITY, Canton, OH (May, 2005)

LICENSE

2 YEAR ALTERNATIVE ADMINISTRATIVE LICENSE #3085911 - ADMINISTRATIVE SPECIALIST
STATE OF OHIO, ODE

AFFILIATIONS

Member OHSPRA (Ohio School Public Relations Association)
Former Member - CANTON REGIONAL CHAMBER OF COMMERCE
Former Member - JACKSON BELDEN CHAMBER OF COMMERCE
Former Board Member / Chair / Co-Chair - NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY (NARI)
Former Volunteer - HAMMER & NAILS - a non-profit organization