

Contact

www.linkedin.com/in/hollyroberts
(LinkedIn)

Top Skills

Brand Development
Digital Strategy
Cross-functional Team Leadership

Languages

English

Honors-Awards

Dean's List
Dean's List
President's Honor Roll
Dean's List
Dean's List

Holly Roberts

Senior Account Supervisor at Augustine Agency
Dallas, Texas, United States

Summary

Ambitious, adaptable marketing professional with over 6 years of experience helping brands tell their story in a meaningful way. I have a proven track record of leading talented teams to deliver successful marketing campaigns that resonate across audiences and generate impactful results. With a passion for the sweet spot where creativity and data-driven strategy meet, I get just as excited about the bigger picture as I do about the day-to-day details. I thrive in collaborative environments, working with multiple disciplines to reach a united goal and deliver exceptional work.

Experience

Augustine Agency
3 years 7 months

Senior Account Supervisor
March 2023 - Present (2 years)

- Leadership of the Mission Foods client service team including supervision of the Assistant Account Executive and Account Executive while working closely with the Senior Account Director to meet and exceed client business goals
- Oversight of all Mission Foods initiatives related to creative development, print production, photoshoots, paid media planning and buying, organic social content, influencer marketing, digital campaign reporting, and website development/maintenance
- Identifies incremental account growth opportunities based on SOW performance and shifts within the CPG industry

Senior Account Executive
December 2021 - March 2023 (1 year 4 months)

- Primary point of contact for all client requests under the Mission Foods account, balancing management of projects while building client relationships and providing strategic POV across initiatives

- Created and implemented multiple new process improvements related to project management, timeline creation, and organizational tracking documents to streamline internal and client-facing workflows

Account Executive

August 2021 - December 2021 (5 months)

- Responsible for day-to-day Mission Foods client communication including the trafficking of deliverables, leading client calls, and actively problem-solving and providing solutions as needed
- Ownership of the internal creative and digital request process from creative brief execution, input of work order and job details, proofing, internal and client feedback, to final release of files

Hawkeye

Account Executive

September 2019 - August 2021 (2 years)

Dallas, Texas

- Management of client projects for the Capital One account, from creative concept through delivery including estimating and budget planning, scheduling, execution, tracking and reporting
- Facilitated creative development for a wide variety of initiatives, including but not limited to email, display, direct mail, branding explorations and other CX efforts while maintaining constant adherence to client vision and goals

The Pub Productions

Account Executive

May 2020 - November 2020 (7 months)

Chicago, Illinois, United States

NOTE: Temporary contractor role at Hawkeye sister agency during Covid-19 pandemic.

- Responsible for the preparation, coordination and execution of all lifestyle photoshoots for the ALDI account, including weekly product shoots and seasonal campaign shoots from creative conceiving through post-production
- Collaborated directly with client partners as well as internal Account Director, Creative Director, Project Managers, Strategists, Producers, Photographers and Food/Prop Stylists in an extremely fast-paced environment to ensure all project aspects came together cohesively
- Managed day-to-day client communications as well as internal relationships with integrated agency partners to ensure a smooth production process and maintenance of client vision

Moroch

2 years 1 month

Account Executive

March 2019 - October 2019 (8 months)

Dallas, Texas

- Responsible for the development and execution of strategic local marketing plans for the Midas client
- Prepare and present Moroch's recommendation, point of view, and/or creative product to franchisees in assigned markets, consisting of mid-size DMAs
- Master the dual expectations and business goals of the DMAs, while establishing and building strong working relationships with franchisees and regional operations partners
- Track and communicate results of marketing plans to franchisees, adjust plans as the business requires
- Plan and manage budgets with accuracy and in a timely manner

Account Coordinator

October 2017 - March 2019 (1 year 6 months)

Dallas, Texas

- Ensure flawless and timely execution of local Midas marketing plans in support of the Account Director and Senior Account Executive, as well as for owned assigned markets
- Primary responsibilities include client/franchisee and vendor communication, print program coordination, media placement, and ongoing budget maintenance
- Requesting, proofreading, and approving all artwork; as well as facilitating all projects between agency creative team, franchisees and vendors
- Maintain accurate media flowcharts for all assigned markets, submit invoices for payment, keep thorough records of all finances, and manage yearly media budgets on behalf of the franchisees

Javelin Agency

Account Service Associate

June 2017 - October 2017 (5 months)

Irving - Las Colinas, Texas

- Responsible for the ongoing maintenance and strategic development of multiple direct marketing and email campaigns for the AT&T Customer Retention business

- Assist in management of projects throughout the campaign process, from strategy development and creative conception to execution and reporting, in order to ensure all deliverables meet client expectations
- Ownership of several tactical aspects of assigned projects including creation and management of campaign tracking and reporting tools, as well as quality assurance across multiple campaign elements
- Manage client's production billing and budgets in both internal and external financial tracking systems
- Act as go-to support for supervising Account Executive and Account Director, as well as entire Account Service team

Freestyle Creative

Account Service Intern

January 2017 - May 2017 (5 months)

Oklahoma City, Oklahoma Area

- Work closely with founder/CEO on client relations, business development and attending client meetings
- Create weekly blog posts for both the Freestyle agency and various clients to maintain brand image
- Strategic planning of weekly social media content calendars for Freestyle and various clients
- Ensuring online content contains strategic keywords to maximize SEO and digital engagement
- Tasks such as generating email newsletters, monitoring online reviews, and editing mailers as needed

Lindsey + Asp

Digital Media Strategist

August 2016 - May 2017 (10 months)

Norman, Oklahoma

- Generate unique and creative social media content for a variety of clients' social channels
- Plan and manage quality social media content calendars to meet clients' needs
- Gather and report on clients' digital analytics and determine ways to enhance campaigns
- Update clients' websites and participate in website creation where applicable
- Contribute to creation and planning of on-campus promotional events

Ackerman McQueen

Account Service Intern

August 2016 - December 2016 (5 months)

Oklahoma City, Oklahoma Area

- Assist with the strategic planning of the client "Adventure Road" initiative, including brand development, measurement, and reporting
- Observing and attending photo and video shoots and coordination of talent releases if necessary , as well as coordinating traffic for on-air commercials
- Help prepare presentation materials for internal agency meetings as well as for client meetings
- Shadow account executives to learn how to coordinate projects to meet the client's objectives and strategies
- Setting up focus groups, preparing materials, taking notes, writing summary reports, and transcribing focus group recordings
- Pulling estimates and from internal database (Workamajig) and preparing for delivery to client
- Billing tasks including production of cover letters for client invoices, mailing, production of PDFs, filing

OMS Technologies

Marketing Strategist

May 2016 - August 2016 (4 months)

Norman, Oklahoma

- Responsible for maintaining social media for 25+ accounts including multiple weekly Facebook posts for each
- Creation of Marketing Strategy Plans for clients including brand analysis, target market, and media objectives. Also provide detailed outlines of social media presence, website design, and out-of-home marketing
- Writing weekly blog posts for multiple clients as needed
- Creation of an average of 2-3 email newsletters per week for various clients (Mail Chimp)
- Utilization of Microsoft Publisher to create Timeline Boxes for Facebook posts, as well as other imagery for marketing purposes

Wayne Works

Marketing Intern

May 2015 - August 2015 (4 months)

Dallas, Texas

- Enhanced company's social media presence by creating a Pinterest, Instagram, Facebook and Twitter company page
- Utilized WordPress to create a company website

- Updated product offerings on WordPress Website, Etsy and Houzz with SKU numbers and product descriptions
- Designed booth at Frisco Mercantile to showcase products

Education

University of Oklahoma

Bachelor of Arts (B.A.), Advertising · (2013 - 2017)