

# JAMIE HOLPUCH

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## Professional Summary

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Marketing and communications professional with proven experience in project management, internal and external communications and event management. A dedicated, detail-oriented and organized team leader who facilitates a positive, collaborative environment for colleagues. Thrives in fast-paced environments and puts forth exceptional effort and passion into every project or task.

## Experience

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### KINETIC ADVANTAGE

DEC 2022 - PRESENT

#### **Senior Manager of Communications**

- Responsible for the successful development and implementation of the organization's corporate communications strategy.
- Establish and enforce the organization's brand and messaging standards, including the development of brand guidelines, templates, and key strategic messages.
- Develop and implement the organization's internal and external content strategy, including but not limited to blogs, press releases, video development, social media platform management, thought leadership, whitepapers, case studies, etc.
- Create communications plans to support major company product rollouts and process changes.
- Improve the organization's engagement with the company's vision, mission and values.
- Ensure messaging consistency and provide production support for the organization's ongoing internal events, including town halls, alignment meetings, sales conferences, field meetings, etc.
- Develop and implement a company intranet, including the content development to support this platform.
- Manage all executive-level company communications.
- Serve as the organization's final editor and proofreader for all company communications.

### ALLEGION

MAY 2019 – DEC 2022

#### **Communications Manager**

- Managed the editorial calendar for Allegion's internal and external communications channels, which included the company intranet, weekly global newsletter to 11,000+ employees and external blog.
- Wrote content to support the Corporate Communication team's content strategy and editorial needs.
- Edited and provided final review for all Corporate Communications content prior to publishing.
- Collaborated with Executive Leadership Team members to develop and author thought leadership content to be used cross-channel, including an on-going partnership with the Forbes Tech Council.
- Led management of annual report project to support investors and other key stakeholders, including development of digital annual report webpages, letter from the CEO and Allegion's proxy and 10-K filings.
- Managed annual initiative to inspire and educate students about career opportunities in manufacturing by supporting 10 Allegion U.S. manufacturing sites in hosting MFG Day events.
- Provided public relations, reputation management and crisis communications support, as needed.
- Participated in 2022 six-month leadership development course, as a result of selection by team leadership.

### KOORSEN FIRE & SECURITY

APR 2015 – MAY 2019

#### **Marketing Communications Manager**

- All responsibilities from previous Communications Manager role, and:
  - Provided direct management of marketing coordinator position.
  - Assisted in the development and management of daily marketing operations.

- Supervised public relations strategy across organization's footprint and in key vertical markets of focus through management of relationship with public relations firm.
- Monitored and reported on effectiveness of marketing communications activities.
- Assisted with development and management of marketing department's annual budget.

#### ***Communications Manager***

- Developed, implemented and managed internal and external communications strategy for the organization as well as digital and traditional marketing campaigns (including marketing automation).
- Developed, implemented and manage customer feedback and review process.
- Developed communications standards and assist in development of templates for use across organization.
- Managed and facilitated all company events with a track record of over-delivering on experience and completing events significantly under budget.
- Ensured brand consistency and effective communications across all channels throughout the organization.
- Supervised public relations strategy across organization's footprint and in key vertical markets of focus through management of relationship with public relations firm.
- Assisted in onboarding of new associates and provided marketing support to all internal corporate departments and the organization's 23 branches.
- Collaborated with Digital Marketing Manager on the development and implementation of online content.
- Supported ongoing management and execution of Marketing Mavens program and administrative tasks.

#### ***Marketing Specialist***

- Provided support for all marketing initiatives and event planning.
- Executed all marketing administrative and operational tasks.
- Developed, implemented and executed social media strategy and campaigns for Koorsen Fire & Security and subsidiary brands.
- Created, distributed and tracked internal email campaigns through Microsoft Dynamics CRM.
- Developed marketing communications deliverables, maintaining brand consistency across departments and markets.
- Supported implementation of public relations initiatives, including development of press releases.

CROSSVIEW, INC.

APR 2014 – FEB 2015

#### ***Marketing Specialist***

- Coordinated, promoted and executed webinars, including: social media, email blasts, advertising, landing page creation, post-event follow-up and lead qualification.
- Developed custom marketing collateral used to secure new business, including: sales presentations, email campaign materials, custom pitch decks and sales leave behinds.
- Supported sales processes with statement of work, monthly reporting processes and lead entries.
- Managed the CRM database and Partner Incentive Programs (IBM).
- Coordinated attendance at national tradeshow and planned sales networking events.
- Managed and developed campaign landing pages and website content within WordPress.

MEYER FOODS, LLC

OCT 2013 – APR 2014

#### ***Associate Marketing Manager***

Managed grassroots marketing efforts for five Culver's franchises in the Indianapolis area, including organizing in-store and community fundraisers, procuring and managing sponsorship opportunities, creating and managing text message campaigns and in-store promotions, and digital and print design of collateral.

OCTAGON

MAY 2013 – AUG 2013

#### ***Event Coordinator (100% Travel)***

Coordinated over 44 mobile promotional events at BMW centers throughout the East Coast Region in a highly engaged team environment; was responsible for creating an exceptional guest experience at events and generating leads through event participation.

**Education & Skills**

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**BUTLER EXECUTIVE EDUCATION CODING BOOTCAMP**

**FEB 2023 – AUG 2023**

*\*Intended graduation date*

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| <ul style="list-style-type: none"><li>• HTML</li><li>• JavaScript</li><li>• Node</li><li>• Git</li><li>• CSS</li><li>• Bootstrap</li></ul> | <ul style="list-style-type: none"><li>• APIs</li><li>• JQuery</li><li>• SQL</li><li>• JSON</li><li>• Express</li><li>• Agile development</li></ul> | <ul style="list-style-type: none"><li>• MVC paradigm</li><li>• Heroku</li><li>• MongoDB - tbd</li><li>• MERN - tbd</li><li>• React - tbd</li></ul> |
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**BALL STATE UNIVERSITY – MILLER COLLEGE OF BUSINESS**

**AUG 2009 – MAY 2013**

**Bachelor of Arts, Marketing** | GPA: 3.75, Cum Laude Graduate

Additional Achievements: Minor in Spanish, Advanced Professionalism Certificate, Dean's List (4 Years), Marketing Department Top Scholar (2011-2012)

**SKILL SETS**

- Communications
- Public Relations
- Project Management
- Event Management
- Microsoft Office
- HubSpot
- Microsoft Dynamics
- Adobe Creative Suite
- Social Media
- Digital Marketing
- Full-Stack Web Development
- Agile Development