



CONTACT



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EDUCATION

Nelson Mandela University

Bachelor of Technology
Business Management

2009 - 2012

SKILLS

- Marketing Strategy
- Advertising
- Relationship Building
- Content Creation

LANGUAGES

- English
- German
- Afrikaans

ROSS HOLMES

Community Manager

ABOUT ME

I'm a versatile and creative community expert driven by innovation and fueled by results. I'm proficient in developing togetherness around communities and I've successfully built and led remote teams, forged strong industry relationships, and driven impactful campaigns.

EXPERIENCE

Project Manager

Jan 2024 - Oct 2024

The Green Republic Agency

- Managed over 32 tech related projects
- Built the business development department from scratch
- Raked in over \$1M in development costs while building a lead pipeline
- Conduit for tech team and clients

Marketing Manager

Mar 2023 - Dec 2023

Young Mountain

- Led advertising strategy, boosting performance by 73% in 3 months.
- Managed all marketing efforts for 35 high-end ski resorts in Austria & Germany, increasing brand visibility.
- Handled content creation, paid marketing, and consultancy to enhance campaign reach.

Marketing Director

Jul 2021 - Jan 2023

1ATH. Studio

- Developed strategic web3 marketing plan and oversaw hiring.
- Launched targeted ad campaigns across 7 social media channels.
- Coordinated community events & partnerships to boost engagement.
- Led marketing, paid media, creative strategy, and live AMAs.

Media Buyer

Oct 2019 - May 2021

Guide Social

- Managed and scaled Facebook ad campaigns for e-commerce brands featured on Abc's Shark Tank.
- Onboarded and managed all new client projects.
- Handled influencer management & training junior media buyers..

Account Manager

Jun 2018 - Jul 2019

Adrivo

- Ran the online and print magazine called Motorsport-Magazin.com
- Managed, created content and posted for the key accounts - DHL Motorsport, DHL Fashion, and Mercedes-AMG F1
- Account management, content creation, global partnerships