

Resume of [Ross Holtrop](#)

Adept event marketer with 6+ years experience focusing on the sports and entertainment industry with a wide variety of industry-related experience recently making a pivot to the virtual space.

Professional Summary

Bold Hat Productions

05/18 - Current

World-class event producer focused on improving the community

Event Sales & Operations Manager, Beverage Operations Manager, Production Assistant

- Grew from seasonal event staff into lead management role of all event production and vendors
- Oversee beverage vendors, support staff, and volunteers to ensure the successful execution of events
- Working with the Vendor Director, Sponsorship Director, and Vendor Managers to efficiently load in and manage the largest Oktoberfest of the companies 20+ years in 2019
- Provide direction, POC service, and on-site training of volunteer staff and vendors
- Oversee site build and tear down
- Maintain an exceptional standard of client and guest relations

Sky Creative

07/18 – Consultant

A coworking space, housing a marketing firm and an events venue

Program Manager; Marketing Consultant

- Manage client portfolio daily
- Coordinate with the design team on deliverables and deadlines
- Ensure client happiness and cultivate long-term relationships
- Manage supporting sales team for the client roster

Event Manager

- Assist in front of house set-up and tear down including post-event accounting
- Promoted events by establishing relationships with local business and event marketing
- Ensure event execution commensurate to the Sky Creative brand, and client expectations

Ghost Rocket Music

01/15 – 10/20

Artist management, marketing & touring, and event planning firm

National Program Manager/Marketing Director/Event Director

- Manage multiple teams to promote events in digital, print, and radio at a national scale
 - Maintain marketing calendars
 - Generate advertising assets including video, graphics, ad copy, and landing page URLs
 - Marketing of events through social media (primarily Facebook Business)
- Social Media Manager of the client roster
 - Saw 34,000 views over a 2-month span on client video using Google Adwords and YouTube
 - Conduct A/B tests with ads to understand client audience and establish best practice
 - Utilized SEO and PPC advertising to generate traffic to event sites and ticketing portals to convert sales
 - Monitor and analyze digital ad trends to make recommendations in order to remain current
- Led the design, direction, and execution of a variety of national sweepstakes
- On-Site event lead for all major events
 - Oversee Public Relations and digital content curation
 - Box office manager (attendance varies by event; up to 10,000)
 - Volunteer manager (team varies by event; up to 100)
- Tour management, photographer, videographer, and merchandise management on multiple small scale tours
- Plan, budget, and oversee all projects from conception to completion

Freeze Management

06/19 – 04/20

A full-service digital agency with an emphasis on large scale events

Digital Marketing Manager

- Oversee digital marketing implementation for the entire client roster
- Work with third-party and in-house designers to acquire content curation
- Gather and promote content on-site and aid in ensuring a quality guest experience
- Communicate ideas between company staff and clients to create and coordinate marketing efforts

Seattle International Film Festival/SIFF

04/19 – 04/20 (Seasonal)

A top-tier film festival in the United States with a mission to foster community through film

Special Events Coordinator

- Oversee event set-up and strike of all festival special events
- Recruit, schedule, and manage volunteers for general event duties and specialized teams utilizing Shiftboard
- Draft and edit numerous event invites utilizing Eventbrite and Mailchimp
- Communicate, coordinate and liaise with event sponsors leading to festival events, and serve as on-site contact
- Work with product suppliers to coordinate deliveries and organize, maintain, and track inventory

Volunteer Summary

The World is Fun

01/21 – Volunteer

TWIF organizes group volunteer opportunities to support over 135 Seattle-based Nonprofit Partners.

Communications Director

- Deploy weekly execution of digital communications calendar
- Design and execute marketing plans for each project

Happily

06/19 – Volunteer

Happily is the largest and most diverse network of independent virtual event specialists in the world.

Marketing Coordinator, Production Assistant

- Ensure proper execution of digital events in collaboration with a national, remote working team
- Design and execute marketing plans for each project
- We have worked with prestigious clients such as the [DNC](#), [Culinary Care](#) and [USOYW](#)

Education Summary

Grand Valley State University

Grand Rapids, MI

Attended 08/10 – 05/15

Student

- Received credits toward a Bachelor's Degree in Advertising and Public Relations including courses in marketing, 2-D Design, 3D Design, communications, advertising, public relations, and computer science

Hard Skills

- | | | |
|-----------------------------|---------------------------------|-----------------------------|
| • Copywriting | • Event Planning and Production | • Online Content Management |
| • Customer Experience | • Volunteer Coordination | • Systems Management |
| • Community Management | • Project Management | • Visual Design |
| • Email Marketing | • Administrative Assistance | • Virtual Event Production |
| • Paid Social Advertisement | | |

Soft Skills

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| • Adaptability | • Independent Starter | • Strategic Leadership |
| • Confident | • Interpersonal Communication | • Team First Mentality |
| • Empathetic | | |

Technical Summary

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|------------------------------|-------------------|------------------------|
| • Google Adwords & Analytics | • Squarespace | • MailChimp |
| • Facebook Business | • Sharepoint | • Adobe Creative Cloud |
| • G Suite | • Slack | • Eventbrite |
| • Power Editor | • MS Office Suite | • Zoo |
| | • MS Teams | |