

# JOSH HOLDEN

[Josh@Holden.me](mailto:Josh@Holden.me) | [www.JoshHolden.net](http://www.JoshHolden.net)

## SUMMARY

- Lead producer on multi-million dollar marketing streams for Fortune 100 brands American Express & Samsung Electronics
- Lead producer in scoping, designing, & creating a social brand platform for Samsung Mobile Global
- Managed digital projects using multiple platforms & channels: Web (HTML, Flash), Social (Facebook, YouTube), Mobile (iPhone, Android)

## EXPERIENCE

### **Executive Digital Producer, Founder, TapTrend, LLC** **Holden Beach, NC** **03/09-present**

Developing and managing web, social, and mobile marketing campaigns for growing businesses. Responsible for acquiring new business, defining business requirements, designing wireframes, and managing production. Member of Apple® iOS Developer Program.

- Gained experience starting a company, pitching for new business, and managing independent projects
- Successfully completed multiple web, social, and multimedia campaigns for satisfied clients

### **Sr. Digital Producer, Digitas Inc.** **New York, NY** **11/09-05/10**

#### *Samsung / Samsung Mobile*

Scoped and managed Samsung Mobile brand platform development using web and social media channels (Facebook, Twitter). Platform included brand assessment, strategy, creative ideations, Global Facebook page creation, “ThriveOn” social rewards Facebook application, Banner Ads, and platform management, maintenance, and measurement. Managed 3rd party game engine vendor and creative resources.

- Gained experience scoping and managing complex social platforms and gaming systems
- Received accolades from managing VP for directing multiple, large projects simultaneously

#### *American Express*

Scoped and managed digital promotion of Alicia Keys’ Worlds AIDS Day Concert sponsored by American Express and live-streamed worldwide in partnership with YouTube. Included creative development and production of YouTube in-video ad units, rich media banners, and video pre/post roll content. Also managed phase one of American Express’ YouTube Brand Platform channel.

- Gained experience scoping and managing YouTube ad development and video production
- Became capability expert in YouTube production specs and best practices. Advised other agency teams

### **Sr. Product Manager, Triad Interactive Media Inc.** **Greensboro, NC** **06/09-01/10**

Managed product development for Math Monster Mystery: A Formative Assessment Game for Fourth-Grade Mathematics. Coordinating east and west coast creative and production resources in developing game design, narrative, art, and prototype builds through an agile development structure. Negotiated employee and contractor documents and term agreements.

- Gained Experience managing interactive game user interaction design, graphic design, and production
- Developed game-level wireframes and teacher back-end dashboard

### **Sr. Project Manager, Digitas Inc.** **New York, NY** **10/07-02/09**

#### *American Express*

Scoped and managed digital and print campaigns through creative development and tech production. Project types included web, ad banners, email, postcard, creative guidelines, and merchant marketing strategy development.

- Gained experience managing outsourced production teams located in San Jose, Costa Rica

#### *Samsung*

Scoped and managed product campaigns for 650 & 750 Series Flat Panel Televisions, the “Guggenheim” Refrigerator, the “X” Series Notebook PC, “The Red Thread: Samsung Celebrates Valentino Garavani,” and Samsung.com. Project types included web, online advertising, multimedia (2D & 3D), and Yahoo! widgets.

- Gained experience coordinating global agency reviews (Leo Burnett, Starcom MediaVest, Condé Nast)

### **Director of Marketing, Millennia Group, LLC** **New York, NY** **11/06-07/07**

Directed marketing campaigns including website redesign, search engine optimization, webinar production, online advertising, and social media engagement. Managed new business development through client proposals, Government RFP development, and lead acquisition programs.

- Honed brand image through proposal requests and SOW documents yielding accolades from clients

## PUBLIC SERVICE

### **Town of Holden Beach Community Enrichment** **Holden Beach, NC** **ongoing**

Developed initiatives to connect and engage the Holden Beach, NC community. Created social platforms for community news, discussions, and media distribution while creating new connections with North Carolina entrepreneurs through business startup programs.

- Developed and executed new media strategies for Web (blog), Social (Facebook, Twitter, YouTube)
- Organized & hosted first retreat-style Startup Weekend, a national event helping entrepreneurs go from ideas to product launch.

## EDUCATION

### **B.S. Business Management, Guilford College** **Greensboro, NC** **1999-2003**

- Concentrations: Communications and Information Technology. Dick Dyer Student Leadership Award Recipient.