

# TERRI HOLLEY

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## PROFESSIONAL SUMMARY

Results-driven creative strategist, digital marketer and UGC creator with over 18 years of entrepreneurial experience. Proven track record of implementing successful creative and digital marketing plans that drive operational excellence. Skilled in providing digital strategic counsel to a diverse range of clients, including nonprofit organizations and government agencies. Deep understanding of organic and paid digital strategies to boost client engagement and amplification.

## SKILLS

- UGC creation
- Organic Social
- SEO
- Google Ads
- TikTok Marketing
- WordPress Website Design and Development
- Video editing
- Programmatic Advertising
- Google Analytics
- Social Listening
- LinkedIn Marketing
- Paid Social
- Podcast Production
- Email Marketing
- Blogging
- Meta Marketing

## EXPERIENCE

UGC Creator September 2023 - Current

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- Develop engaging content across various platforms by writing, filming, and editing direct response scripts that effectively capture audience attention and drive engagement.
- Execute all aspects of video production, from concept development to post-production, including filming B-roll and primary footage to enhance visual storytelling.
- Perform voiceovers for multimedia projects, ensuring clear and compelling delivery that aligns with the brand's tone and objectives.
- Acted in video projects, adapting roles and expressions to suit different content themes and target demographics, enhancing the relatability and impact of campaigns.
- Collaborate with marketing teams to align content creation with strategic goals, contributing to campaign ideation and feedback loops to refine messaging and presentation.

Consultant and Freelancer

April 2007 - Current

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- Provide counsel and direction to businesses implementing full-scale digital marketing plans.
- Hire, supervise, lead, mentor, and train digital marketing teams, including social media specialists, full-stack developers, graphic designers, PR professionals, influencer marketers, SEO/SEM specialists, and data analysts.

- Provide strategic counsel to CEOs, COOs, and cross-functional teams to develop a unified, well-articulated vision for digital marketing based on business goals, best practices, and industry trends.
- Develop, design, and manage websites and landing pages prioritizing user intent, customer experience (CX), customer journeys, UX best practices, CRO, and SEO.
- Create, manage, and measure customer-centric content marketing strategies focusing on CX and expertly target client personas and customer journeys.
- Lead brand positioning projects to assist clients in strengthening online competitiveness.
- Write social media content, SEO-optimized blog posts, and email marketing material for digital marketing campaigns, and schedule content distribution by creating editorial calendars.
- Optimize digital marketing campaigns by performing A/B and multivariate testing and measuring results with tools such as Google Analytics.
- Research, identify, and partner with media contacts, influencers, and bloggers to expand brand reach and visibility.
- Plan and market IRL, offline and hybrid events using Facebook, Instagram, YouTube, Clubhouse, LinkedIn, and Twitter.

## EDUCATION

Master of Science  
American University

Bachelor of Science  
University of Maryland, College Park