

Rene Holder

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SUMMARY

Experienced, award-winning creative leader with 10+ years in creative management, marketing, and strategy. Proven track record of driving profitability, creativity, and expanding market presence. Successfully launched a new market for an animated IP, enhancing brand awareness and cross-cultural partnerships. Expert in leading global teams to execute brand-aligned storytelling and strategic campaigns across digital and traditional channels.

WORK EXPERIENCE

Creative & Digital Experience Consultant

Consulting Jul 2024 - Present

Amazon (Black Media Engagement)

- Developed the creative direction and brand identity for Amazon's Black Media Engagement events, including the 2024 NABJ conference.
- Designed and optimized digital experiences, creating event landing pages and lead generation workflows to enhance attendee engagement.
- Produced multimedia content and marketing assets, including social media graphics, conference materials, and newsletters to connect with media professionals.
- Provided data-driven insights and post-event reporting, analyzing engagement metrics to refine future outreach strategies.

Senior Marketing Strategist

Full-time Nov 2024 - Mar 2025

tbk Creative

- Developed and executed data-driven marketing strategies, optimizing client investments to maximize business impact and ROI. Conducted in-depth market research to stay ahead of industry trends and emerging consumer behaviors.
- Managed creative project workflows in Asana and Github, ensuring briefs were complete and deadlines were met while improving cross-functional collaboration.
- Reported on campaign performance, established KPIs, and provided strategic recommendations to enhance effectiveness. Proactively forecasted and managed client business goals.
- Partnered with directors, designers, writers, and developers to implement marketing plans. Acted as the primary strategic contact for key clients, building and maintaining strong relationships while aligning marketing efforts with their evolving objectives.

Brand Manager**Full-time Apr 2024 - Nov 2024***Exponential Solutions Consulting Inc*

- Developed and executed tailored marketing strategies, achieving improvement in account growth through competitive analysis and audience segmentation.
- Directed social media, SEO, SEM, and website initiatives, optimizing ROI through coordinated efforts across teams and platforms.
- Oversaw project timelines and coordinated with third-party vendors, effectively reducing campaign turnaround times while staying updated with industry trends.
- Collaborated with stakeholders to align creative execution with campaign goals, ensuring consistency in messaging and design.

Creative Producer/ Founder**Consulting Feb 2020- Present***Farr Creative*

- Managed production schedules and supplier relationships, achieving 98% on-time project completion across international teams.
- Implemented Click-Up to streamline project tracking and task assignments, increasing team productivity by 25%
- Led the development of creative templates and internal communication tools, streamlining campaign execution and improving consistency by 30%.
- Effectively communicated creative strategies and briefs to stakeholders, fostering cross-functional alignment and enhancing content quality.

Creative Director / Consulting Creative Director**Full-time 2017-2024***Webfx*

- Developed and implemented strategic creative solutions and innovations to meet business objectives, demonstrating quick and creative thinking within tight deadlines.
- Led and mentored multidisciplinary teams, establishing accountability frameworks that boosted performance and innovation.
- Collaborated with senior leadership for strategic planning, aligning creative efforts with vertical marketing objectives.
- Optimized creative department methods, problem-solving models, and best practices, enhancing efficiency and effectiveness in project management and implementation.

Founder/Chief Operating Officer**Full-time 2010-2017***Lab 206 Limited*

- Exhibited strong interpersonal skills, adapting to diverse personalities and fostering positive relationships both internally and externally.

- Took charge of approvals and creative delivery for campaign assets, guaranteeing the timely and effective execution of marketing initiatives.
- Leveraged persuasive skills and influence to develop and maintain strategic partnerships with creative agencies, stakeholders, and cross-functional teams, contributing to the overall success of marketing programs

PROFESSIONAL CERTIFICATIONS

Project Management Certification	2024
Project management Institute	
Meta Marketing Analytics Professional Certificate	2024
Meta	
Animation Production Manager	2023
VIA University College- Viborg, Denmark	
Management And Leadership	2019
The Open University	

AWARDS

Gold ADDY - Public Service Non-Broadcast Audio/Visual	2024
District 4 Advertising Federation	
Silver ADDY - Apps, Games, Virtual Reality - Tools & Utilities	2024
District 4 Advertising Federation	
Gold ADDY- Public Service Campaign	2024
District 4 Advertising Federation	
Silver ADDY- Public Service - Online/Interactive	2024
District 4 Advertising Federation	
Lumination Award	2015
Ministry of Planning and Sustainable Development, Trinidad and Tobago	
Best Young Service Provider	2012
Trinidad and Tobago Collation of Service Industries	

PUBLICATIONS & FEATURES

Feature Article - https://www.c21media.net/rene-holder/	2020
C21 Media	

VOLUNTEER WORK

Interim President	2017 - 2020
TTAN (Trinidad and Tobago Animators Network)	

SKILLS

Creative & Digital Skills :

Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), Animation Software Video Production Tools, Meta Marketing Analytics, Campaign Data Analysis, Performance Optimization

Project & People Management:

Account Management, Asana, Github, Basecamp, Click-Up, CRM, Team Leadership, Project Management, Operations Management

Strategic Marketing & Growth

Marketing Campaigns, Growth Strategy, Brand Storytelling, Social Media Optimization, Problem Solving