

Andy Holtmann

Award-winning writer, seasoned editor, public relations and marketing professional

I bring more than 25 years of experience in journalism, marketing and public relations to the table. A highly-skilled content producer and media relations leader, I have a track record of delivering work that drives demand, raises awareness and produces quantifiable results.



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PROFESSIONAL SKILLS

Writing

Editing

Print and Digital Content Creation

Content Management and Strategy

Media and Public Relations

Corporate Communications

Public Speaking

AP and NY Times Style Guide Proficient

Ad Writing and Branding

Product and Partner Marketing

Demand Generation Marketing

Social Media Marketing

Event Planning

Project Management

WORK EXPERIENCE

Marketing Content and Public Relations Manager

Viewpoint/Trimble

07/2017 – Present

Portland, OR

(Viewpoint acquired Dexter + Chaney in July 2017, Trimble acquired Viewpoint in 2018)

Duties/Achievements:

- Responsible for driving the company's ongoing content strategy as chief writer, editor and project manager for all public-facing and internal marketing content, as well as managing web content, blog and content calendars
- Manage the company's public relations and media strategies including press releases, media pitches, contributed articles, blogs, editorials, columns and more
- Chief content developer for demand generation marketing campaigns including email and direct marketing, web and online, customer marketing, social media and advocacy network
- Driver of company's multimedia content strategies producing content for webinars, podcasts, videos and advertisements
- Project managed content and multimedia initiative that resulted in Viewpoint being named 2018 Enterprise Technology Company of the Year (Oregon Technology Awards)

Marketing Content and PR Manager; Marketing Program Coordinator

Dexter + Chaney

03/2011 – 07/2017

Seattle, WA

Duties/Achievements:

- Responsible for all public-facing marketing content including product briefs, brochures, website and social media content, blogs, event content and partner marketing content
- Organizer and director of webinar and podcast series
- Chief content developer for demand marketing efforts including email marketing campaigns, direct mail, customer marketing, advocacy network and thought leadership content
- Responsible for all public relations and media content strategies including press releases, contributed articles, editorials, columns, videos and podcast spots and other opportunities
- Third-party technology and business partner marketing lead
- Event and conference planning strategist; project managed trade shows and user conference
- Served as prospect demand generation coordinator and managed email and other direct marketing efforts
- Supervisor of lead development communication specialists, outlining strategy, tracking metrics and crafting outbound messaging

WORK EXPERIENCE

Freelance writer and editor

Various

07/2009 – 02/2011

Duties/Achievements:

- Took on freelance writing and editing assignments and worked on personal writing projects

Vice President of Communications

Raving Consulting Company

06/2008 – 06/2009

Reno, NV

Duties/Achievements:

- Responsible for the company's Raving Writing division; wrote and analyzed marketing copy for clients
- Served as company's public relations manager
- Assisted clients with PR and media relation strategies
- Managed the editing and production of Raving's Strategic Solutions Newsletter, blogs and other communications
- Edited and produced books, manuals and writing collections

Editor in Chief/Managing Editor/Assistant Editor

BNP Media/Ascend Media/GEM Communications

05/2000 – 06/2008

Las Vegas, NV

Duties/Achievements:

- Responsible for all editorial, production and budgeting as editor in chief for Casino Journal and several sister publications
- Managed a staff of writers, freelancers and office personnel
- Conducted interviews and wrote bulk of magazines' editorial; edited and proofread all magazine copy
- Coordinated magazine production and worked with sales on collaborative projects
- Created branded casino technology competition that has become an industry standard

Managing Editor

Pahrump Valley Gazette

11/1997 – 03/2000

Pahrump, NV

Duties/Achievements:

- Responsible for all writing, editing and content management decisions for the weekly newspaper covering numerous beats including crime and courts, county and town politics, investigative reporting, feature articles and business reporting
- Directed editorial staff of reporters, assistants, columnists and office personnel
- Wrote editorial calendars and managed short- and long-term editorial strategies
- Helped to manage and expand the newspaper's business growth and strategic goals including developing new sales and subscription strategies and liaising with community leaders and organizations

Reporter/Political Correspondent

Las Vegas Sun

06/1997 – 12/1997

Las Vegas, NV

Duties/Achievements:

- Responsible for a general assignment and local government beat (North Las Vegas City Council) at the daily newspaper, interviewing and reporting on a variety of stories from human interest to local and state government
- Writing, copy editing, interviewing and collaborating with other departments on special projects

EDUCATION

College of Southern Nevada

Communications

AWARDS

“Outstanding Journalist of the Year” (1998)

Nevada Press Association

Bronze Quill Award of Merit for general excellence in publications (2001)

International Association of Business Communicators

First place award for “Best News Feature” (1999)

Nevada Press Association

First place award for “Best Investigative Story/Series” (1999)

Nevada Press Association

Second place award for “Best Illustrated Photo” (1999)

Nevada Press Association

First place award for “Best Spot News Story” (1998)

Nevada Press Association

Second place award for “Best Investigative Story” (1998)

Nevada Press Association

Excellence Award for “Outstanding Journalism” (1996)

College of Southern Nevada

Bronze Quill Award of Merit for news-feature story (2003)

International Association of Business Communicators

Bronze Quill Award of Excellence for design and layout of a newsletter (2001)

International Association of Business Communicators

First place award for “Best Business Story” (1999)

Nevada Press Association

Second place award for “Best Spot News Story” (1999)

Nevada Press Association

Third place award for “Best News Feature” (1999)

Nevada Press Association

First place award for “Best Headline Writing” (1998)

Nevada Press Association

Honorable mention for “Best Investigative Story” (1998)

Nevada Press Association

SOFTWARE PROFICIENCY

Microsoft Office Suite

Word, Excel, PowerPoint, Outlook, OneDrive, OneNote

Project Management Platforms

SmartSheet, RedBooth, Wrike

Content Management Systems

WordPress, Craft CMS, Joomla, Exact Target, Wistia, Seismic, Uberflip

Webinar/Meeting Platforms

GotoMeeting, WebEx, Skype, Zoom, join.me

Other Programs

Slack, Cvent/RegOnline, Jabber, ADP, NetSuite, Ultipro, Workday, SurveyMonkey, Adobe Photoshop, Adobe InDesign, QuarkXPress

Google's G- Suite

Gmail, Google Docs, Google Forms, Google Calendar, Google Hangouts

Media and PR Platforms

BusinessWire, PR Newswire, Globe Newswire, Meltwater, Cision, TrendKite

Social Media Platforms

LinkedIn, Facebook, Twitter, Google+, YouTube, Influitive

CRM/Marketing Automation

Salesforce, Act-On, Hubspot, Marketo