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## AREAS OF EXPERTISE

Writing, editing, and business creative storytelling

Content marketing

Digital/multimedia content creation and management

Media and public relations

Product and Platform Marketing

Product strategy and messaging

Partner Marketing

Project Management and Go-to-Market Planning

Brand and creative strategy

Sales enablement and training

Challenger sales and marketing methodology

Event and trade show planning

Journalism and interviewing

Research and analytical reporting

Public Speaking and Report Presentations

Mentoring and Leadership

# Andy Holtmann

Award-winning storyteller with deep experience in content marketing, product marketing, journalism and public relations

I'm passionate about building connections with audiences of all types and crafting data-driven narratives that command attention



## WORK EXPERIENCE

### Senior Product Marketing Manager Trimble

11/2022 - Present

Portland, OR

#### Achievements/Tasks

- Responsible for driving the compete product marketing activities around Trimble's SaaS platform and financial management (ERP) solutions
- Create and distribute sales enablement content assets, including strategic messaging, playbooks, sales sheets, training materials, vertical and persona-based materials, video content and more
- Drive Go-To-Market, product positioning, and branding activities including slot and flight plans, internal team enablement, customer-facing content, project management timelines and program planning
- Conduct voice of customer interviews and reporting and win/loss analysis of sales opportunities
- Facilitate collaboration between product, sales, and internal support teams
- Drive important technology migration, product update and end-of-life initiatives, including customer communication planning and outreach
- Research market and competitive landscape analysis

### Senior Marketing Content and Public Relations Manager Viewpoint/Trimble

07/2017 - 11/2022

Portland, OR

#### Achievements/Tasks

- Responsible for driving the company's ongoing content strategy
- Chief writer, editor and project manager for all public-facing marketing content including product briefs, brochures, website and social media, event content and partner marketing content
- Responsible for the company's public relations and media relations strategies
- Served as primary media content developer including press releases, contributed articles, blogs, editorials, columns and more
- Chief content developer for demand generation marketing campaigns including email marketing campaigns, direct mail, customer referral, advocacy network content and much more
- Key role player with creative and multimedia content strategies, including producing content for webinars, podcasts, videos and advertisements
- Managed external content development, including driving third-party content calendars, securing partner and guest content, editing contributed content and maintaining content calendars
- Led initiative that resulted in Viewpoint being named 2018 Enterprise Technology Company of the Year (Oregon Technology Awards); built award-winning construction industry blog from scratch.



## TECHNICAL SKILLS

### AI Tools

Gemini, Notebook LM, Chat GPT

### Conference/Webinar Platforms

GoToMeeting/Webinar, WebEx, Google Meet

### Content Management Systems

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

### Marketing Automation Programs

Hubspot, ActOn, Marketo (limited)

### Media and PR Platforms

BusinessWire, PR Newswire, Globe Newswire, Meltwater, Cision

### Project Management Platforms

Asana, SmartSheet, RedBooth, Wrike

### Sales, CRM and Reporting Tools

Salesforce, DOMO, Gong, Seismic

### Social Media Platforms

Facebook, Twitter, YouTube, Google+, Instagram, Vimeo

### Video and Design Tools

Sony Vegas, Canva, Camtasia,, Google Vids, Photoshop, PhotoMind, InDesign (limited), Adobe PDF editor



## HONOR AWARDS

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

*International Association of Business Communicators (IABC)*

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 (IABC)*

Best Business Story (1999)

*Nevada Press Association*



## WORK EXPERIENCE

### Marketing Content and Public Relations Manager

Dexter + Chaney

01/2014 - 07/2017

Seattle, WA

#### Achievements/Tasks

- Responsible for all public-facing marketing content including product briefs, brochures, website, and social media content, 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 referral, advocacy network and thought leadership content
- Responsible for all public relations and media relations strategies
- Responsible for all media content including press releases, contributed articles, blogs, editorials, columns and other opportunities
- Responsible for all business partner and third-party technology partner marketing efforts including strategy, content and campaign management
- Event and conference planning strategist
- Responsible for ongoing client and prospect relationship marketing content campaigns and strategies
- Business and technology partner marketing
- Direct marketing campaigns & product and brand strategies

### Marketing Program Coordinator

Dexter + Chaney

03/2011 - 01/2014

Seattle, WA

#### Achievements/Tasks

- Responsible for strategic database marketing efforts to support business and sales goals
- Responsible for ongoing prospect demand generation marketing efforts and follow-up communication with both clients and prospects
- Led strategy for database marketing campaigns via Salesforce, ActOn and HubSpot including campaign delivery and content creation
- Supervisor of lead development communication specialists, outlining strategy, tracking metrics and crafting outbound messaging

### Freelance writer and editor

Self-employed

07/2009 - 02/2011

#### Achievements/Tasks

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



## HONOR AWARDS

Best Investigative Story/Series (1999)  
*Nevada Press Association*

Best News Feature (1999)  
*Nevada Press Association*

Best Spot News Story (1999)  
*Nevada Press Association*

Best Illustrated Photo (1999)  
*Nevada Press Association*

Best Spot News Story (1998)  
*Nevada Press Association*

Best News Feature (1998)  
*Nevada Press Association*

Best Headline Writing (1998)  
*Nevada Press Association*

Best Investigative Story (1998)  
*Nevada Press Association*

Honorable Mention: Best Investigative Story (1998)  
*Nevada Press Association*

Excellence Award: Outstanding Journalism  
*College of Southern Nevada*

Most Valuable Staffer-Editorial  
*Las Vegas Review-Journal High School Journalism Awards*



## WORK EXPERIENCE

### Vice President of Communications

Raving Consulting Company

06/2008 - 06/2009

*Reno, NV*

#### Achievements/Tasks

- Responsible for the Raving Writing division of the marketing consulting firm
- Assisted clients with PR and media relations
- Managed the editing and production of *Raving's Strategic Solutions Newsletter*, blogs and other communications
- Implemented web strategies
- Edited and produced books, manuals and writing collections
- Assisted with marketing plans, consulting and some sales strategies
- Wrote and analyzed marketing copy for clients

### Editor in Chief/Managing Editor

BNP Media/Ascend Media

05/2002 - 05/2008

*Las Vegas, NV*

#### Achievements/Tasks

- Responsible for all editorial, production, and budgeting as editor in chief for *Casino Journal*
- Served as managing editor for several other magazines, e-newsletters, website content, special supplement magazines, custom-piece publications and trade show content
- Managed a staff of writers, freelancers and office personnel
- Conducted interviews and wrote editorial for magazines including news stories, in-depth features, online blogs, opinion pieces and other editorial content
- Edited and proofread all magazine copy including editing of multiple sister publications
- Coordinated magazine production and worked with sales on collaborative projects
- Held key leadership roles in event and conference planning and logistics
- Created branded casino technology competition that has become an industry standard

### Assistant Editor, Casino Journal, Nevada Hospitality Magazines

GEM Communications

03/2000 - 05/2002

*Las Vegas, NV*

#### Achievements/Tasks

- Edited and proofread all magazine copy
- Conducted interviews and wrote editorial for magazines including news stories, in-depth features, online blogs, opinion pieces and other editorial content
- Coordinated magazine production and worked with sales on collaborative projects
- Assisted with staff management, writer and freelancer management and budgeting processes



## WORK EXPERIENCE

### Managing Editor

#### Pahrump Valley Gazette

11/1997 - 03/2000

Pahrump, NV

##### Achievements/Tasks

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

### Reporter/Political Correspondent

#### Las Vegas Sun

06/1997 - 12/1997

Las Vegas, NV

##### Achievements/Tasks

- 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