

Trevon Holmes

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EXPERIENCE

Marketing Assistant/Ambassador

2021 - Present

Credit Union of Texas, McKinney, Tx

- Assisted coordination of meeting logistics, organizing materials and taking notes to track discussions and new implementation plans, as well as compiling current business intelligence data into reports and presentations.
- Helped organize creative assets, including copywriting text for digital use and preparing videos for social media distribution.
- Created focused social media strategy resulting in 63% increase in website traffic from social media posts.
- Prepared, completed and tracked customer surveys for local, regional and national campaigns.

Business Analyst/Marketing Assistant

Apr. 2019 - Aug. 2020

Hales Chimney & Fireplace Solutions, Plano, Tx

- Developed direct mass mailings which resulted in 70% growth of customer base.
- Perform ad hoc modeling, reporting and business analysis related to existing and potential new services, promotions and offerings.
- Oversaw production of advertising copy, including preparing scripts, reviewing proofs and editing layouts.
- Helped develop marketing and internet-based business promotions, improving organizational opportunities for success.

Social Media & Digital Marketing

Jan. 2019 - Mar. 2020

Coco Le' France, Plano, Tx

- Increased e-commerce revenue 45% by leading business redesign and improving digital shopping experience.
- Utilized platforms such as Instagram and TikTok, Twitter, and etc
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, engagement, reputation and revenue-focused activities.
- Collaborated with social media influencers such as top musicians, athletes, companies and press to drive brand optimization.

Food Bank Supervisor/ Data Analyst

Feb. 2019 - Mar. 2019

Sample Company | Location, ST

- Planned area, secured volunteers for the event. This consisted of running fourteen booths and overall profit.
- Compiled current business intelligence data into reports and presentations.
- Established and exceeded goal, of collecting cans for the community, with a final result of over 22,000 cans
- Planned and executed fundraising strategies, bringing in over \$2,500 in new funds within the first week.

EDUCATION

Texas A&M University | Bachelor of Liberal Arts in Communications

May, 2020

- GPA: 3.8/4.0
- President, Aggie Men's Alliance, Student Communication/Business association; event coordinator, Phi Theta Kapa Honors society

SKILLS

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft OneNote, Microsoft Publisher | Windows | iOS | Android | Imovie | Photoshop | Adobe Creative Suite | Photography | Photo editing | Networking | Marketing/Social Media Marketing | Strategy development | Content Creating | Market research | forecasting and analysis Collaboration & Teamwork, Problem Solving | Public Speaking | Customer Service Skills | Teamwork Skills | Communication | Branding | Collaboration | Adaptability