

BRITTANY S. HOLMES they/them/theirs

COMMS STRATEGIST | ACCESSIBILITY EXPERT | MARKETING SPECIALIST

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EDUCATION

2014–2017 **Master of Arts: Telecommunication, Information Studies, and Media**
Michigan State University, East Lansing, MI

Concentration: Media and Information Management
Cognate: Information Policy and Society
Specialization: Women's and Gender Studies
GPA: 3.8/4.0

2016–2016 **Graduate Certificate: Journalism**
Michigan State University, East Lansing, MI

GPA: 4.0/4.0

2009–2013 **Bachelor of Arts: Media Arts and Technology**
Michigan State University, East Lansing, MI

Concentration: TV, Cinema and Radio (Award: Production MVP for 88.9 FM)
Cognate: Social Science
GPA: 3.78/4.0
Study Abroad: Photo Communication in Prague, Arles, Paris, and London

PROJECTS | CONFERENCES | AWARDS

2023 Center for Digital Strategy Presentation Topics
- Accessibility: "What's in a Picture? I Can't Hear You"
- Email Automations: "What's Your User's Journey?"
- Capacity Building: "Burnout is Real: How to Lessen Your Workload and Broaden Your Reach"

2017 Feminism Is (feminismis.com) | Director, Web Designer, Artist, Writer, Interviewer

2016 Racial Justice Now (racialjusticenowwixsite.com/home) | Co-Creator
Award: 2nd Place in Student Interactive Multimedia (Small Team) at BEA 2017

2016 Poster Presentation at Meaningful Play 2016 | Co-Author/Presenter
An All-Girls Technology Camp: The Opportunities and Challenges of Implementation

2016 100 Questions and Answers About African Americans (Book) | Co-Author and Editor

2016 One Community, One Week, Many Faiths: The Diversity of Worship and Belief (Book) | Photog.

2012–2014 Michigan Engaged Campus of the Year Award (2014), Outstanding Community Impact Award (2013), Commitment to Service Award (2013), Honorable Mention: Michigan Engaged Campus of the Year (2012)

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RELEVANT WORK EXPERIENCE

January 2022 – Present

Founder, CEO, + Senior Consultant

Did Juno, Lansing, MI | Remote

- Consult with nonprofits and social enterprise companies to create tailored strategy and assist with implementation of communications, marketing, and DEI related goals
- Create websites, blog strategies, SEO reports, training seminars, and online communities
- Manage ad campaigns, social media accounts, and monthly analytics synthesis
- Write emails, blogs, and social media content that inspire action and increase donations without relying on white supremacist capitalist patriarchy ideals
- Build brands from scratch and create branded content toolkits
- Acted as interim Director of Communications for national social justice nonprofit
- Partnered with Fortune 500 companies to make content more inclusive and accessible
- Worked with influencers to drive audiences to take action
- Designed an accessible 140+ page research report in five languages

2012–2021

Summary of Career Highlights

3 Nonprofits, 1 University, 1 Tech Company | Paris/San Francisco/East Lansing/Okemos

- Targeted and segmented email subscribers to mobilize them to take action
- Taught classes in motion graphics, graphic design, and compositing at MSU
- Created graphics, infographics, handouts, email templates, and edited video and photos
- Coordinated and created rapid response communication including web updates, press responses, group edits, and social media while monitoring breaking news and amplifying the voices of those most impacted by the news
- Set up award winning volunteer initiatives and programs that are used nationally
- Ran ad campaigns that saw performance that was 402% over the industry average
- Co-chair of the Diversity Committee for a civil rights law firm and hosted DEI spaces and activities like article club, and managed collaborative internal tools
- Managed a team of 20+ people in the Global Social Media Newsroom to coordinate the production of #MuseumWeek, and facilitated content translation for 5+ languages

Complete Job History, Volunteering, and Skills available at bsholmes.com/resume

RELEVANT SKILLS & SOFTWARE

Software

Adobe Creative Suite (After Effects, Illustrator, InDesign, Lightroom, Photoshop), Canva, Drupal, Google Ads + Analytics, Native Social Media Analytics, ProTools, Sprout Social, SquareSpace, Wix

Skills

Audio + Video Editing and Production, Branding, Communication Strategy, Copy Editing, Creative Directing, Digital Photography, Editing, Email Marketing, Graphic Design, Journalism, Marketing, Narrative Messaging, Press Relations, SEO Optimization, Social Media (Advertising, Analysis, Best Practices, Strategy), User Experience (UX) Design, Web Design

Areas of Expertise

Anti-Racism, Classism, Community Engagement and Outreach, Contractor and Employee Management, Diversity and Inclusion Workshops, Education and Higher Education, Housing Justice, LGBTQ+ Policy and Advocacy, Policy Analysis, Public Speaking, Transportation Justice