

# BRITTANY S. HOLMES they/them/theirs

COMMS STRATEGIST | COMMUNITY SPECIALIST | DIGITAL EXPERT

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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  
Cognate: Social Science  
GPA: 3.78/4.0

**Award:** Michigan Campus Compact Outstanding Community Impact Award,  
Commitment to Service Award, Production MVP Award

**Study Abroad:** Photo Communication in Prague, Arles, Paris, and London

## PROJECTS | CONFERENCE | AWARD

- 2017 **Feminism Is** ([feminismis.com](http://feminismis.com))  
Role: Director, Web Designer, Artist, Writer, Interviewer
- 2016 **Racial Justice Now** ([racialjusticenowwixsite.com/home](http://racialjusticenowwixsite.com/home))  
Role: Co-editor, co-designer, co-writer, co-photographer, co-videographer  
Award: 2nd Place in Student Interactive Multimedia (Small Team) at BEA 2017
- 2016 **Poster Presentation at Meaningful Play 2016**  
An All-Girls Technology Camp: The Opportunities and Challenges of Implementation  
Role: Co-Author/Presenter

## RELEVANT WORK EXPERIENCE

- January 2022 – Present **Founder + Senior Consultant**  
[Did Juno](#), Lansing, MI | Remote  
- Consult with nonprofits and social enterprise companies to create tailored strategy and assist with execution of communications and DEI related goals.

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## RELEVANT WORK EXPERIENCE (CONTINUED)

June 2018 –  
January 2021

### **Digital Communications Specialist**

**Public Advocates Inc., San Francisco, CA | Remote**

- Managed project social media pages, and focused on increasing engagement, audience growth, and inspiring action while running communications teams
- Oversaw multiple contractors for web development and security for WordPress websites, analytics reporting and ad oversight, video production, and graphic design
- Targeted and segmented email subscribers to mobilize them to take action
- Built and updated websites for projects ([AHJ](#), [Housing Justice National Platform](#), and [Mobilize the Bay](#)), ensured content is accessible, and following SEO best practices
- Consulted with the development team for strategy and messaging
- 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
- Proud member and co-chair of the Diversity Committee and hosted diversity, equity, and inclusion spaces and activities such as article club, and managed collaborative internal tools

April 2018 –  
June 2021

### **Global Social Media Newsroom Coordinator and Content Manager**

**Culture for Causes Network | MuseumWeek, Paris, France | Remote**

- Managed a team of over 20 people in the Global Social Media Newsroom to coordinate the production of #MuseumWeek, and facilitated content translation for 5+ languages
- Strategized with project director on hashtag selection, and messaging each year
- Engaged with museums primarily located in the USA and Canada and did outreach regarding participation for museums and artists
- Creates content for global channels and manages social media team for USA and Canada
- Collaborated with worldwide partners in rapid communication with stakeholders and artists
- Created and animated videos for distribution on all social channels with accompanying text

**Complete Job History, Volunteering, and Skills available at [bsholmes.com/resume](https://bsholmes.com/resume)**

## RELEVANT SKILLS & SOFTWARE

Software Adobe Creative Suite (After Effects, Illustrator, InDesign, Lightroom, Photoshop), Drupal, Google AdWords and Analytics, Native Social Media Analytics, ProTools, Sprout Social, Wix

Skills Audio and 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 Community Engagement, Community Outreach, Contractor and Employee Management, Education and Higher Education, Housing Justice, Diversity Practices and Workshops, Policy Analysis, Public Speaking, Transportation Justice