

Holly A. Preston

Professional Experience

Preston Media Consulting, Fort Worth, TX

March 2015 – Present

Marketing and Public Relations Consultant

- Consultation services for public and private organizations including J.O. Agency, Dunaway and Associates, the University of Texas at Dallas, Sundance Square, and United Way
- Development of print, broadcast and digital content
- Social media strategy and implementation
- Publication management and artistic direction
- Media relations and community outreach
- Creation of mailing lists and administration of direct mail and email marketing campaigns

Junior Achievement of Dallas, Dallas, TX

March 2022 – September 2022

Marketing and Communications Manager

- Led rebranding effort at JA Dallas, initiating the rebranding of the JA Dallas website and social media/print materials prior to almost every JA office in the nation
- Wrote, distributed, and pitched public relations stories to local, regional, and national media
- Social media strategy and implementation
- Development of all newly-branded JA Dallas marketing and promotional materials
- Design and production of all new JA Dallas graphic design output

Texas Woman's University, Dallas, TX

December 2017 – November 2018

Director of Marketing and Communications

- Oversight and execution of all TWU Dallas marketing and communications initiatives
- Content creation for all of the university's research efforts
- Digital and print feature and PR writing
- Social media implementation for Dallas campus
- Media relations and community outreach
- Crisis communications/PIO for the university's Dallas campus

TDIndustries, Dallas, TX

May 2016 – December 2017

Public Relations Specialist

- Communications strategy development and implementation
- Content creation for external and internal websites
- Production and editing of corporate magazine, *TDSpirit*
- Development and layout of collateral materials
- Submission research and writing for state-wide and national awards
- Facilitation of SME media opportunities for leadership
- Crisis communications (field and corporate)
- Media relations pitching, writing, distribution, and tracking

University of Texas at Arlington, Fort Worth, TX

August 2013 – March 2015

Marketing and Communications Coordinator, UTA Research Institute

- Management of marketing efforts for all strategic initiatives
- Executive and external communications writing, editing, and design
- Supervision of social media/web content manager
- Management of two marketing interns in technology commercialization and marketing
- Stakeholder communications writing and editing for Executive Director
- Coordination of student outreach activities for STEM promotion (K-12 schools)

Preston Robbins Consulting, LLC, Colleyville, TX

February 2006 – August 2013

Marketing and Public Relations Consultant

- Consultation for marketing and public relations issues for organizations including the Neeley School of Business at Texas Christian University, Journey Learning Center, and Fort Worth ISD
- Freelance writing for *Neeley Advantage* magazine and for Fort Worth ISD publications
- Marketing consultation for Fort Worth ISD teacher recruitment campaign
- Marketing analysis for the Neeley MBA Program's automated communications system, assisting in message creation, writing, and system implementation

Texas Christian University, Fort Worth, TX

September 2004 – February 2006

Marketing and PR Coordinator/Consultant, Neeley School of Business

- Management of all internal and external communications efforts
- Production and editing of *Neeley Advantage* magazine
- Supervision of web/social media specialist
- Marketing consultation for the MBA, PMBA and Executive MBA Programs; Tandy Center for Executive Leadership; Educational Investment Fund; Neeley Entrepreneurship Center; Neeley Fellows Program; and undergraduate and graduate admissions departments

University of Georgia, Athens, GA

December 1998 – May 2004

Public Relations Coordinator/Marketing Project Manager

- Coordination of public relations outreach for the University of Georgia Center for Continuing Education
- Management of six marketing interns
- Marketing consultation for UGA's Tifton Campus Conference Center
- Marketing project management for Independent Study, Web Instructional Development, Certificate Programs, UGA Adult College, Business and Community programs, and Media Production departments

CRR/BBCM, Atlanta, GA

September 1994 – December 1998

Editor

- Production and editing of weekly radio industry music chart publication
- Project management for day-to-day operations of publication including writing, editing, layout, subscription databases, advertising, and client and writer relations
- Advertising placement supervision for multiple publications
- Management of writers, designers, and vendors
- Production and editing of quarterly *New Music Guide* magazine

Education

M.B.A., 2003

Piedmont College, Athens, GA

Emphasis: Managerial Leadership; Top Graduate in Class (4.0/4.0 GPA)

B.A., Journalism, 1994

University of Georgia, Athens, GA

Minor: History

Skills & Training

- Computer: Microsoft Office Suite and Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Editing/style: AP, APA, MLA, and Chicago
- FEMA incident management training: IS-100, IS-200, IS-700, IS-800
- Texas Department of Public Safety: Public Information Officer training (G-290/G289/G291)