

# Frank Holman

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## Education

Bachelor of Arts, English  
California State University, Long Beach

Bachelor of Arts, Journalism  
California State University, Long Beach

## Certifications

HubSpot Marketing Software Certified  
Advanced Google Analytics Certification  
Hootsuite Certified Professional  
California Real Estate License

## Professional Experience

**Director of Marketing** November 2019 – Present  
**SOTA Imaging** Orange, CA

Lead the marketing efforts to position SOTA Imaging for growth. SOTA Imaging is a leading manufacturer of dental imaging solutions.

- Strategy: Create and execute marketing strategy that aligns with revenue goals.
- Data: Created key dashboards, initiating data-driven company culture.
- Team: Build and coach marketing team. Provide direction for sales team.
- Partnerships: Nurture strategic partnerships to grow distributor network.
- SEO/SEM: Optimize online demand generation using leading-edge tools.
- Campaigns: Oversee product launches, lead generation, and brand awareness.

**Marketing Manager** July 2019 – November 2019  
**SOTA Imaging** Orange, CA

Responsible for marketing strategy and campaigns for SOTA Imaging.

- Team: Managed agencies and freelancers.
- Content: Created content for buyer personas and key accounts.
- Campaigns: Created digital campaigns that increase leads and drive revenue.
- Events: Managed branding, promotions, and lead generation at trade shows.

**Web Editor** May 2019 – July 2019  
**ETF Trends** Irvine, CA

Assigned, wrote, and edited articles for ETF Trends. ETF Trends is a leading source in exchange traded fund (ETF) news, tips, webcasts, and finance strategy.

- Content: Created content that drives website traffic.
- Optimization: Collaborated with marketing team to drive conversions.
- Research: Analyzed market trends.

**Marketing Manager** November 2016 – May 2019  
**NEOGOV** El Segundo, CA

Oversaw NEOGOV's entire marketing strategy, ensuring continuous growth. NEOGOV is a data-driven organization, providing solutions to HR professionals that help them optimize operations.

- Operations: Built tech stack, adding new systems including marketing automation.
- Data: Created KPI reports using Salesforce, Google Analytics, HubSpot, and Excel.
- Growth: Managed all digital channels, generating in \$1.5M+ in new revenue in 2018.
- SEO: Led SEO strategy, achieving #1 search ranks for targeted keywords.
- Content: Created emails, collateral, videos, and webinars. Managed bloggers.
- SEM: Managed ad campaigns for Google Ads, Facebook, LinkedIn, and Twitter.
- Events: Grew NEOGOV Conference registration, increasing attendance 110%.
- Team: Managed team, freelancers, partnerships, and vendor relationships.

**Marketing Manager** August 2013 – November 2016  
**HR Cloud** El Segundo, CA

I was the marketing mind behind the launch of HR Cloud, a cloud-based onboarding solution. I led the company's branding and marketing strategy with a plan that helped them win their initial strategic accounts and position them for growth.

- Strategy: Sourced first major clients through comprehensive digital plan.
- Branding: Created HR Cloud brand, including website and trade show booth.
- Operations: Built entire tech stack, adding new systems.
- Events: Managed trade shows and events and oversaw tradeshow exhibit design.
- Content: Created all collateral to drive sales.
- Social: Managed social media accounts.

**Chief Editor****June 2007 – August 2013****Allied Media****Los Angeles, CA**

Directed editorial content and production process for Sleep Review, a B2B online and print publication that reaches 37,000 sleep medicine professionals.

- Growth: Oversaw editorial strategy, establishing Sleep Review as #1 industry brand.
- Digital: Implemented digital strategy, redesigned website, created digital offerings.
- Content: Wrote and/or assigned all content for digital products and print publication.
- Team: Managed team, freelancers, and editorial advisory board.
- Partnerships: Established partnerships with key associations.

**News Editor****November 2004 – June 2007****Allied Media****Los Angeles, CA**

Analyzed markets and wrote print news sections for three leading trade publications for healthcare professionals.

- Content: Wrote articles for digital and print platforms.
- Events: Represented organization at trade shows.
- Research: Conducted original research and created data-driven reports.

**Advertising Copy Writer****September 04 – November 04****First Team Real Estate Inc****Costa Mesa, CA**

Wrote advertising copy, analyzed market trends, and researched advertising responsiveness.

**Marketing Coordinator****June 03 – September 04****Miura Advertising****Palos Verdes, CA**

Responsible for editorial production process of two local publications and public relations efforts for agency clients.

- Content: Wrote pitch letters, press releases, and articles.
- Media: Participated in development of proposals and public relations campaigns.

**Assistant City Editor****January 03 – May 03****The Daily Forty-Niner****Long Beach, CA**

Wrote news articles and assisted in formulating and assigning all news stories.