HOLT
DIGITAL MARKETER / DESIGNER

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HELLO

Hello, I'm Ethan Holt, an internationally experienced designer, educator, and advertiser with over 10 years of project management experience. I recently moved back to the US after a life-changing five-year period abroad. My recent experience as an educator in Shanghai enhanced many of the skills I've used in marketing and design throughout the years. Since returning, I've received eight marketing certifications, completed contract work for a previous client, updated my portfolio, and am preparing for life's next chapter.

EXPERIENCE

HEAD OF ENGLISH DEPARTMENT & TEACHER
Living Word Shanghai International School, Shanghai, China
FEB 2021–JUN 2022 • 1 yr 6 mos

- Managed and collaborated with a team of 22 teachers.
- Introduced 12 successful department educational events.
- Taught English and Adobe software to top-level students.
- Created a new digital library for teachers with over 800 professional development resources.
- Assisted the marketing department with content creation, website updates and English social media writing.
- Defined educational goals and measured KPI results each quarter.

ADOBE SUITE & ENGLISH TEACHER
Living Word Shanghai International School, Shanghai, China
AUG 2017–FEB 2021 • 3 yr 7 mos

- Project-based teacher of Adobe software and English literature.
- 3 years of positive feedback from management, scoring 90% or above during all performance reviews.
- Revised educational content based upon user feedback, behavior, and metrics such as quiz and test results.
- Gave 3–4 well-prepared, content presentations to classes of 20–25 students daily.

DESIGNER & MARKETING ASSISTANT
Lifetime Insurance, Chicago, Illinois
FEB 2017–JUN 2017 • 5 mos

- Developed and designed the digital brand identity for an insurance agency startup.
- Created internal brand guidelines for the tone of voice, use of logo, email formatting, and stationery templates.
- Recommended improvements to marketing strategies.

DESIGNER & MARKETING ASSISTANT
Michigan Insurance and Financial Services, Detroit, Michigan
DEC 2015–NOV 2022 • Contract work

- Worked with marketing and the leadership team to develop a comprehensive brand identity.
- Improved customer conversions through a redesigned website lead collection.

FREELANCE ADVERTISING DESIGNER
HOLT Design Consultancy, Detroit
DEC 2015–JUN 2017 • 3 yr 6 mos

- Brand identity, photography, campaign messaging and visuals, design for nonprofit, and software UI redesign.
- Notable Client list — Building Community Value, Michigan Theatre, Dentech, University of Detroit Mercy School of Law, Drew Barrymore book launch *"Wildflower"*, Nick Offerman book launch *"Good Clean Fun"*.

Bachelor of Fine Arts in Advertising Design
College for Creative Studies, Detroit, Michigan
SEP 2011–DEC 2015

Associate of Arts in Media and Communications
Macomb Community College, Macomb, Michigan
SEP 2010–DEC 2011

CERTIFICATIONS

Digital Marketing and E-Commerce Professional
Authorized by Google and offered through Coursera
AUG 2022

Meta Certified Digital Marketing Associate
Meta
SEP 2022

Meta Social Media Marketing Professional
Authorized by Meta and offered through Coursera
SEP 2022

Twitter Ads Manager
Twitter Flight School
SEP 2022

Google Ads Search
Google Skillshop
SEP 2022

Google Ads Video
Google Skillshop
AUG 2022

Google Analytics
Google Skillshop
AUG 2022

Inbound Marketing
HubSpot Academy
AUG 2022

SKILLSET

Soft Skills
Creativity • Interpersonal skills • Open-minded • Level-headed • Adaptability • Work ethic • Empathetic • Leadership • Time management

Hard Skills
Strategy and research
Analytics • Brand development • Social media management • Marketing planning and reporting

Content creation
Copywriting • Video production and editing • Photography • Image editing • Animation of supers • Web Design • Typography • Data visualization •

Software
Photoshop • InDesign • Illustrator • Premiere Pro • Microsoft Suite

Software as a service
Hubspot • Google Analytics • Mailchimp • Shopify • Salesforce • Hootsuite • Wix

Social
Public speaking • Presentation