

HOLLY MANSSUR

MARKETING | COMMUNICATIONS | MANAGEMENT

CONTACT

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SKILLS

Marketing
Communications
Digital Marketing
Branding
Paid Print, Radio, TV Advertising
Google/Social Media Ads
Social Media Marketing
Content Creation
Collateral Development
Website Development/SEO
Google Analytics
Media Relations
Management/Administration
Writing/Editing
Customer Relations
Strategic Planning
Critical Thinking

EDUCATION

University of Michigan- Flint
1988 - 1992
Bachelor of Arts

Major: Communications
Minor: Writing

Work Samples

www.hollymanssur.com

PROFILE

I offer the wisdom of a robust work history spanning 33 years. My corporate background honed my skills. My entrepreneurial experience forged me to be resourceful, resilient, determined, and versatile.

EXPERIENCE

V.P. of Marketing at Manssur Enterprises

03-1999 - Present

Developed and grew business by 930% through successful marketing and social media campaigns across multiple platforms. Created brand identity and managed daily operations, business development, relationship building, human resources, and customer relations. Executed sales strategies, employee development, payroll, accounting, proposals, and contracts.

Marketing Director at Cornerstone Christian School

11-2022 - Present

Rebranded and implemented the digital marketing strategy including social media marketing and paid advertising. Analyzed and reported on the performance of digital marketing campaigns, using data-driven insights to optimize and improve campaign effectiveness. Launched a comprehensive sponsorship program and revamped website. Promoted special events, including all Media Relations.

Marketing Consultant at Alpha and Helix Diagnostics

01-2018 – 11-2022

Consulted clients regarding all aspects of marketing strategies, branding, communications, media and public relations. Leveraged social media and websites to drive traffic, engagement, and conversions. Produced high-quality, engaging content for social media, email marketing, and websites. Managed ad agency partners.

Marketing Director at Boyne USA Resorts 1997-1999

District Manager at Manpower Services 1995-1997

Marketing Manager at PowerHouse Marketing 1992-1995