

Tim Holmström

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SUMMARY

Entrepreneur and Consultant. Continuing to work at the intersection of creativity, purpose, innovation and passion with like-minded companies, collaborators and organizations. Brand marketing expert with strong consumer intuition and a track record of delivering quality results and integrated approaches.

Seeking work or projects with a legacy-driven mindset, aligning with businesses or organizations doing good and positive things in the world on both micro and macro levels. My career plans are to help propel companies with more noble, life-affirming goals and vision.

Skills

Photography
Graphic Design and Logo Creation
Web design
Filming and editing
Copy Writing

Brand Development
Media Management
Event/Team Management
Vendor Relations and Negotiations
Event Planning and Logistics

PROFESSIONAL EXPERIENCE

Holmström Creative Branding

TIMHOLMSTROM.ZENFOLIO.COM

Brand and Content Strategy & Consulting

Dec 2017 - Present

- Provide collateral and branding strategy for clients on a variety of platforms
- Client writing, brand development and content creation for social media, print and web
- Logo creation, branding and naming
- Filming, editing, photography, photo editing and web design
- Digital content and social media strategy.
- Social media campaigns on Facebook and Paid Ads, Instagram and LinkedIn.

Nourie Group LLC

<https://nouriegroup.com>

Managing Partner/Digital Consultant

Nov 2020 – Present

I work with clients to refresh brand assets and clarify messaging during and after the challenging and necessary pivots made in the course of Pandemic. I consult with them on ways to best position, develop and refine their marketing strategy, websites and presentation materials or platforms and help to create or curate timely and relevant digital assets.

DarrowEverett LLP

Digital Marketing and Communications Consultant

Dec 2018 - Present

I work with the firm's stakeholders to determine how to best position, develop and refine their marketing strategy, website, collateral materials and brand strategy to attract new clients for this expanding boutique law firm.

- Produce all creative materials and ensure a consistent look, feel and messaging for the firm's website, as well as press releases.
- Create Keynote and PowerPoint presentations for various Practice Groups and firm partner

Wildly Creative LLC

<https://wildlycreative.net>

Director Marketing Strategy

July 2018 - Present

I guide this industry focused full-service branding agency, serving the action and adventure sports vertical and delivering disruptive branding, strategic marketing, creative touch points, and influencer social media.

- Shape and develop Wildly Creative's messaging, imagery and digital branding approach.
- Work with stakeholders and clients to determine how to best position and develop and refine overall market strategy and target audience.
- Digital content and social media strategy. Social media campaigns on Facebook and Paid Ads, Instagram and Linked In.

BlackBridge Motors

Head of Marketing

Oct 2018 – December 2019

I lead the efforts in forging creative concepts and producing materials that promote and differentiate the brand for vintage and specialty automobile enthusiasts.

- Develop and refine their marketing strategy website, film, photography, collateral materials and brand strategy to attract new clients and incentivize buyers.
- Oversee production of all creative sales and marketing materials digital content and social media strategy to ensure a consistent look, feel and messaging.
- Competitive intelligence

Lost Worlds Travel - Lost Worlds Racing

2009 – Present

Brand & Content Strategist /Promotions - *Lost Worlds Travel*

Founder/Brand & Content Strategist /Promotions - *Lost Worlds Racing*

www.lostworldstravel.com

Boutique adventure travel company for active outdoor people and runners. Promoting unique travel experiences to destinations across the world, including Italy, Peru, Nepal, Iceland, Romania, Philippines, Norway and Sweden.

- Created all the visual material and developed company brand, logo, messaging and ethos.
- Developed promotional campaigns and events
- Wrote copy for newsletters, press releases and editorial articles
- Developed **social media strategy** and material for placement on various platforms.
- Video production, editing, photography and photo editing
- Event Planning, logistics and Project Management

EDUCATION

Hofstra University, Bachelor of Arts.

Communications, Film and Media Studies

Minors in Psychology and English Literature

CREATIVE TOOLS - Proficient in PowerPoint, Keynote, Photoshop, Lightroom, Illustrator, I-Movie, Premier, Final Cut Pro X, PowerPoint, Excel and WordPress.

DIGITAL MARKETING and SOCIAL MEDIA – Google Analytics, Google AdWords, CMS, YouTube, Vimeo, Screenlight, Facebook, Instagram, Pinterest and Twitter.

MARKETING AUTOMATION – Buffer, HubSpot and Sprout

PROJECT MANAGEMENT - Trello, Monday, Slack and Airtable

