

# Lisa Holmes

## RESUME SUMMARY

Experienced communications professional with a passion for storytelling. Over 10 years of experience in creating communications that engage the press and the public. Proven track record of creating and implementing communications and media strategies that create awareness in the public space.

## CORE COMPETENCIES

Multimedia Storytelling | Crafting Communications | Communications Strategy | Marketing Copy | Product knowledge

## PROFESSIONAL EXPERIENCE

December 2015–Present | Theatre Under The Stars, Houston, TX

**Communications Manager (January 2018-present)**

**Manager, Public Relations (December 2015-January 2018)**

- Manage all media relations for the organization
- Oversees social media management and all digital content creation
- Integral part of marketing campaigns for all theatre seasons including the organization's wildly successful 50th Anniversary Season.
- Strategize with senior management, setting department-wide plans into motion for successful show campaigns.

April 2015-January 2016 | The Woodlands Joint Powers Agency, The Woodlands, TX

**Social Media Coordinator — Contract**

- Created Twitter, YouTube Channel, Instagram, Pinterest and Google+ Accounts
- Took pictures / video at events for posting to social media
- Posted to social media daily, particularly Twitter, about upcoming events, water conservation and information that is of value to the citizens of The Woodlands in particular
- Assisted with the creation of educational videos for posting to YouTube.

December 2014-December 2015 | Jennifer Mire Communications Consulting, Houston, TX

**Publicist — Contract**

- Press Releases - specifically for our client, Broadway at the Hobby Center
- Assisted with media relations
- Sets up, advises and handles social media for some clients
- Assists with events related to shows for Broadway at the Hobby Center including Press Night and Theater District Open House

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## EDUCATION

**Master of Print Journalism**

University of Southern California

May 2010

**Bachelor in English**

**(Composition & Language)**

University of North Texas

May 2003

## SKILLS

Communications strategy & implementation

Marketing Campaign Content Planning

Multimedia Storytelling

Active listening skills

Media Relations

Conflict management & resolution  
2  
Writing

Microsoft Office & Google suite

Project management

