



HOLLY O'MARAH

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EXPERIENCE

Account Manager | Oct 2022 — Current

Arizona State University | Tempe, AZ

- Handles all assets and agency communication for a three-million-dollar advertising budget
- Manages all the Graduate Program Office's marketing, which can exceed 70+ projects at once
- Took over the Undergraduate Program Office account for 5 months, backfilling counterpart

Marketing Coordinator | Jul 2021 — Jul 2022

Value Nation | Mesa, AZ

- Created direct mail, email, and Google Ad campaigns that resulted in hundreds of leads
- Called all new leads and conducted introduction meetings
- Created blog posts, closing campaigns, and landing pages

Real Estate Agent | Jul 2021 — Jul 2022

Value Nation | Mesa, AZ

- Fully carried out 25+ property transactions
- Marketed properties to clients using comparables and other market/industry research
- Negotiated, hosted showings, open houses, and handled title communication

Marketing Coordinator | Jan 2021 — Jul 2021

AEM Real Estate Group | Chandler, AZ

- Developed content with the focus on improving consumer impressions and engagement
- Made and maintained website design, content, and copy
- Managed email marketing campaigns sent to thousands, using Podio and SendGrid

Executive Recruiter | Jan 2021 — Jul 2021

AEM Real Estate Group | Chandler, AZ

- Conducted full cycle recruiting and ran all company social media/marketing
- Sourced over 50 resumes daily and surpassed 300 cold touches weekly

Advertising Director | Jan 2019 — Aug 2020

The Waves Effect (Student-led Comm Agency) | Malibu, CA

- Consulted Hair District Collective and James Storehouse with advertising campaigns and branding techniques including brand kit design, social media calendars and videography
- Independently filmed and edited 10-min promotional Songfest video in one week

EDUCATION

Master of Global Business Administration | Jan 2023 — Dec 2023

Northern Arizona University | Flagstaff, AZ

Bachelor of Arts in Integrated Marketing Communications | Aug 2017 — Dec 2020

Pepperdine University | Malibu, CA and Heidelberg, Germany

EXPERTISE

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| • Adobe Creative Suite | • Close, Chime, and Avachato (CRM) |
| • Google Ads and Campaign Managers | • Arizona Regional MLS |
| • Asana, Monday, and Wrike | • Transaction Desk and Paperless Pipeline |