

Jennifer Holquist

Creative marketing professional with experience in print and digital marketing campaigns, eCommerce, photography and video production.

jenholquist@gmail.com

(262) 490-4354

3031 Emerald Lake Dr
Fort Wayne, IN 46804

Skills

Photography
Videography
Social Media
Copywriting
Marketing campaigns
Website optimization
Graphic Design
Advertising
Management
Analytics

Software

Microsoft Office 365
Adobe CC
Final Cut Pro
Capture One
CRM – NetSuite, 4D
Monday
Slack
Google Analytics
Google Tag Manager

Education

Purdue University
Fort Wayne, IN
2010

Bachelor of Arts in Media
and Public Communication

Minor: Media Production
Minor: Spanish Language

Certifications

Google Analytics
July 2022

Google Search Ads
August 2022

Experience

Ground Down, LLC Fort Wayne, IN

Operations Manager | November 2022 – present

- Overseeing business operations, logistics, scheduling staff and shifts
- Customer service and onboarding
- Designing and distributing print and digital marketing materials
- Managing social media accounts and calendar
- Managing inventory and purchases
- Covering shifts as needed to fulfill deliveries

Sailrite Enterprises, Inc. Columbia City, IN

Lead Photographer | August 2021 – June 2022

Product & Lifestyle Photographer | February 2019 – August 2021

- Planned and executed marketing campaigns – product pages, guide books, website updates, emails, ads, social media, catalogs
- Designed, shot and edited a wide variety of photo & video assets
- Managed photography schedule, training, shot lists, guidelines, archival processes, purchasing and maintenance
- Adjusted product records using NetSuite CRM software

Sweetwater Sound, Inc. Fort Wayne, IN

Product Photographer | December 2013 – February 2019

- Shot and edited product, spin, lifestyle and event photography for web, catalog and other marketing materials
- Adjusted product records, trained new hires and created reports

C2G Music Hall Fort Wayne, IN

Video Director/Editor | June 2011 – June 2014

- Organized and trained volunteers, directed and ran camera during performances, edited hour-long episodes for broadcast
- Managed Facebook and YouTube accounts

Whatzup Magazine Columbia City, IN

Managing Editor | January 2013 – October 2013

- Edited and wrote copy, assembled issues and sent to publisher
- Updated website, social media and email marketing daily

Indiana's NewsCenter Fort Wayne, IN

Production Assistant | November 2011 – January 2013

- Edited and played back footage for newscasts, ran teleprompter
- Proofread articles and created archival footage procedures

Access Fort Wayne Fort Wayne, IN

Production Assistant | June 2006 – November 2011

- Produced, directed, edited and scheduled television programming
- Created training materials, taught and managed volunteers
- Managed website and Facebook account