

Reid Holmes

Creative Development | Creative Leadership | Concepting | Strategy | Copy

CONTACT

- 612-581-8849
- reidholmes01@gmail.com
- LinkedIn/in/reidholmes
- Reidholmes.com (portfolio)
- Minneapolis, Minnesota

EDUCATION

- MICHIGAN STATE UNIVERSITY
BA - Advertising
- VCU BRAND CENTER
ECD Executive Leadership Training
- THE ONE CLUB/HYPER ISLAND
Digital Marketing Masterclass

STRENGTHS

- Servant leader
- Skilled presenter
- Agile Creative Development
- Communications Strategy/Planning
- Branding, re-branding & sub-branding
- Pragmatic yet focused oversight and direction of all creative disciplines
- PR Integration

BRANDS



AWARDS



INTERESTS

- TEAM CREATIVITY DYNAMICS
- BRANDING IN ERA OF MEDIA SATURATION
- BRAND STORYTELLING
- DIGITAL INNOVATION
- AUTHOR. SPEAKER. ENERGIZER
- BOOK AUTHOR, TO BE PUBLISHED
END OF Q1 2024

SKILLS

Strategic creative leader with refined communication skills, polished presenting style and proven track record cultivating trusted partnerships internally and externally. Conceptual thinker with deep experience managing agile multi-disciplinary creative teams – copy, design, digital, and data – to deliver compelling, user-centric execution. Passion and track record for capturing a brand's unique voice to inspire internal pride and external devotion. Deep desire to help others succeed. Relentlessly enriching and expanding skill set daily.

EXPERIENCE

Strategist/Copywriter/Creative Director, June 2012 – Present
House of Holmes, LLC – Minneapolis, Minnesota
Freelance and contract work with ad agencies and clients.

- **Unify and collaborate** with internal agency teams and/or client teams to inspire creative excellence with diplomacy.
- **Leverage network** of high-performing freelance creative resources as needed and/or budgeted.
- **Partner with CMO's, Brand Managers or C-Suite** where appropriate to identify strategy, story priorities and drive business goals through creativity and innovation.

Executive Creative Director/Copywriter August 2021 – June 2023
IWCO – Chanhassen, Minnesota,

- **Manage and grow** internal agency creative and strategic offering.
- **Develop, manage and launch** new company branding.
- **Lead creation** of new logo and sub-brand logo family of packaged service offerings
- **Lead development** of new website, video, info-graphics, social media, print, internal comms and recruiting.
- **Build, mentor and lead** high-performing multi-discipline creative team to be innovative, agile, inspired and accountable.
- **Find, lead and manage** remote external creative resources (videographers, graphic designers, photographers, copywriters, web dev and design, digital media) to deliver excellence on-time and on budget.
- **collaborate** with account leaders, strategists and data scientists to create and deliver multiple winning pitches for new business.
- **won multiple "best-of" awards** for outstanding creative work and results.

Group Creative Director/Copywriter, Aug 2016 – Dec. 2018
Ogilvy/The Lacek Group – Minneapolis, Minnesota

- **Inspired and oversaw** all advertising and loyalty work for Pioneer seed brand, including paid, earned and owned media.
- **Invented new**, meaningful content programs, media and tech platform ideas to tell the stories of this venerable, singular brand.
- **Lead clients** in discovery and implementation of new technological tools to better reach customers, prospects and empower sales professionals.
- **Won an agency record** 18 creative awards in one year.

Executive Creative Director/Copywriter, June 1996– May 2012
McCann – Minneapolis, Minnesota

- **Proposed, sold and managed** merging of digital creative team of 12 into traditional creative department of 45.
- **Concepted, Creative Directed and oversaw execution** of \$14 million TV production budget for H&R Block that drove double digit growth 3 years in a row. ("You Got People.")
- **Executed First Digital Healthcare Platform** – mayoclinic.org/connect, allowing patients to share their experiences and break down perception barriers for the best brand in healthcare. [NYT write-up.](#)
- **Pitched and won** multiple blue-chip accounts as concept creator, creative leader and lead creative pitch team member.

See contact section above for further career information links or to call me directly with any questions.