

Brice Holland

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Summary

Passionate advertising and marketing professional with 20+ years of diverse client and industry experience. Skilled at brand positioning and messaging; understanding complex marketing channels and target audiences; and developing and managing creative campaigns that get noticed and, more importantly, get results.

Experience

Associate Creative Director | Herff Jones, Indianapolis

November 2019 to present

- Co-manage in-house creative department of nine, working with corporate team members and sales partners to develop marketing materials for the entire Herff Jones' enterprise
- Responsible for direct creative oversight of all digital, social and video production activities
- Inaugural member of Herff Jones' Diversity & Inclusion Committee

Creative Director | MilesHerndon, Indianapolis

August 2014 to November 2019

- Oversee overall creative direction, strategic planning and content development for an award-winning 14-person branding, marketing and design firm
- Key client engagements include: Codelicious, Covance, EdChoice, FFA, IUPUI School of Science, John Boner Neighborhood Centers, LightBound, NO MORE, UIndy, USA Funds, among many others

Creative Director | Miller Brooks, Zionsville

April 2010 to August 2014

- Co-managed a department of twelve, including writers, art directors, and studio artists
- In addition to managing and mentoring staff, responsible for creative direction and strategic planning for a variety of brands and industries, including the agency's largest client
- Key clients include: Delta Faucet, ClarkDietrich, Saint-Gobain Performance Plastics, Quality Cabinets, and Indiana Health Information Exchange

Associate Creative Director | Pearson Partners, Indianapolis

2008 to July 2010

- Responsible for managing a variety of brands and job functions—from strategic planning to account management, concept development to campaign implementation
- Key clients included: Bluefish Wireless, Langham Logistics, Mike's Carwash, Greater Indianapolis Chamber of Commerce, Gypsoil (gypsum soil additive), TriMedX, among others

Owner, Creative Director | Smartguys Advertising & Design, Indianapolis

2005 to 2008

- Responsible for strategic planning, creative direction, project management, budgeting, vendor relations, and media planning and placement
- Other duties included concepting, copywriting, and production in a variety of media—from broadcast and collateral to guerrilla and interactive

Education

Indiana University, Bloomington | Bachelor of Arts, Telecommunications | Minor: English

References & Additional Work Experience

Available upon request.