

# James Holloway

Public Relations Coordinator

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*Experienced marketing, PR, and writing professional with a passion for the gaming and entertainment industry, seeking a role to merge skills in digital marketing, content creation, and community engagement. Goal-oriented and creative, I aim to drive brand presence, engage gaming communities, and elevate growth in the dynamic world of gaming. Leveraging SEO, influencer collaboration, and content strategy expertise, I'm dedicated to creating impactful marketing campaigns and ensuring a positive brand image, even in challenging situations.*

## SKILLS

- Journalism
- Press Release
- Sales report analysis
- Internal Communications
- Google AdWords
- Creative Writing
- Digital Media
- Non-profit Organizations
- Campaign Pitching
- SEO Optimization

## EXPERIENCE

### Coordinator, Public Relations and Marketing

St. James Health And Wellness, McClellanville, SC

Nov 2021 - Present

- Successfully planned, executed, and managed comprehensive marketing campaigns to raise awareness of our programs and services within the local community and broader regional audience.
- Developed and maintained strong relationships with local media outlets, resulting in increased media coverage and enhanced visibility for St. James Health and Wellness.
- Coordinated and promoted community events, health fairs, and educational workshops, which significantly increased community engagement and participation in our programs.
- Successfully raised funds during Palmetto Giving, directing contributions toward the development of our community fitness center, a critical resource for improving the health and wellness of our community.

### DEMO EVENT SPECIALIST

UBISOFT

Jul 2021 - Present

- Collaborated with the Ubisoft marketing team to organize and execute promotional events for two major game releases: Far Cry 6 and Rainbow Six Siege.
- Gathered valuable feedback from event attendees and provided comprehensive reports to the marketing and development teams for further product improvement.
- Adapted quickly to changes in the gaming industry, staying updated on the latest gaming trends and innovations to ensure Ubisoft's products remained competitive in the market.

### EDITOR & YOUTUBE CONTENT CREATOR

LV1 GAMING

Feb 2020 - Present

- As an Editor and YouTube Content Creator at LV1 Gaming, I played a pivotal role in creating and curating high-quality gaming news and entertainment content for a growing audience.
- Spearheaded the creation and management of LV1 Gaming's YouTube channel, producing engaging video content related to the latest gaming news, reviews, and industry trends.
- Developed and maintained a content calendar to schedule video uploads, article publications, and social media posts, ensuring a consistent and engaging online presence.

## **Social Media Manager**

*Freelance, Andrews, SC*

*Jan 2016 - Present*

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- Managed daily posts across social media platforms to increase Facebook, Twitter, and Instagram engagement.
- Generated content ideas to engage target audiences and increase followers.
- Built and ran social media campaigns, aligning with corporate brand strategy.
- Maintained up-to-date knowledge of current SEO trends by reading industry blogs and attending conferences and webinars related to digital marketing tactics.
- Collaborated closely with clients to develop customized influencer campaigns that meet their goals and objectives.

## **Freelancer Content Writer**

*Digital Trends*

*May 2020 - Sep 2022*

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- Collaborate with Digital Trends' editorial team to develop and pitch unique content ideas that align with the publication's editorial focus and audience preferences.
- Conduct in-depth research to stay updated on the latest trends, product releases, and industry developments, allowing me to provide timely and informed insights to readers.
- Utilize SEO best practices to enhance the visibility of articles, incorporating relevant keywords, tags, and formatting techniques to improve search engine rankings.

## **SALES SUPERVISOR**

*BEST BUY*

*Aug 2015 - Sep 2020*

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- Demonstrated exceptional leadership skills by effectively managing a team of retail associates, ensuring exceptional customer service, and achieving sales targets.
- Collaborated closely with partner brands, including Microsoft, Sony, Canon, and Nikon, to design and implement in-store displays, digital signage, and product placement strategies that maximized brand visibility and customer engagement.
- Acted as a liaison between Best Buy and partner brands, facilitating regular meetings and communication to ensure alignment on objectives, product launches, and marketing strategies.

## **EDUCATION**

### **Doctor of Arts (D.A.) in Strategic Media Candidate**

*Liberty University, Virginia*

*Expected graduation Jun 2026*

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### **Bachelor of Arts in Communications**

*COASTAL CAROLINA UNIVERSITY, Conway, SC*

*Jan 2012*

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### **Master of Arts in Public Relations**

*FULL SAIL UNIVERSITY, WINTER PARK*

*Jan 2010*

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### **Awards & Honors**

- Highest GPA in Degree Program
- Advanced Achievement Award