

Collin Holmes

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19+ years driving brand identity, strategy, design, marketing, & communications.

Proven success as cross-platform Creative Director [8+ years] specializing in culturally relevant content strategies & platform-native approaches to storytelling.

- **Diverse Industry Expertise:** B2B, B2C — CPG, film/TV entertainment, apparel, automotive, SaaS, crypto/web3, pharma, beauty. Platforms — TVC, social media, digital campaigns, web, OOH, activations, experiential events.
- **Remote Bicoastal Leader:** Manager of 20+ people across simultaneous teams in NY, CA, CO.
- **Strategic Expert:** GTM planning, brand architecture, world-building to drive buy-in, elevate KPIs/conversion, achieve relevance in-market. Leverages unique cohorts & insights, expanding targeted audience reach. Executional mastery of design systems, cross-platform deliverables, pitch decks, RFPs, international markets.
- **Holistic Production Background:** Experienced film + video editor, animator [code + keyframe], visual designer, web/mobile UI/UX, technical VFX consultant. Deep working knowledge of graphic design, multicam editing, color correction, sound mixing, platform-specific best practices, post-production workflows, project management.
- **Leadership & Operations Excellence:** Well-versed trust building with C-suite & department heads, external & internal. Proficient operational oversight & development of frameworks & process, cross-team & across TAM demographics.
- **Mentor to 30+ creatives & strategists,** joy in guiding development, community impact.

Experience:

Creative Director, Associate Creative Director

VaynerMedia 2018 - 2023

Lands' End

- **Orchestrated remote team of 10-15** to deliver 30+ social content pieces/week, balancing pre-planned batches with real-time reactions, achieving 24-hour turnaround. Conducted hands-on production, quality assurance, mentorship, direction, pitching.
- **Unearthed 10+ actionable consumer insights within first 6 months,** upending previous beliefs, influencing key brand-side strategy decisions, & enhancing consumer brand affinity >40% across socials.
- **Grew organic social conversation cross-platform** boosting Meta, Twitter/X engagement metrics 60-100%. Launched organic TikTok account from 0 to 8k+ in <6 months while not a KPI.
- **Influenced 8-month strategic global campaign research** for brand story/tagline iteration via social listening & consumer insights on core truths of comfort & self-deprecation—blending brand heritage & attainable luxury with diversity & relevance.
- **Built trust, extended creative impact in-market, 3x workflow efficiency.** Presented to key stakeholders weekly, brand-side: SVP Marketing, Editorial Directors, Global Photography GCD; agency-side: ECD, VP Strat, VP Group Account Dir.
- **Spearheaded Creative Onboarding** 50+ person client-facing kickoffs, revolving 20+ in-agency Creators, maintaining TOV & insight consistencies across 1 year of 1,000+ asset deliverables.

Ford Pro *[B2B fleet mgmt software/services]*

- **Simultaneous creative lead, NY team of 8-10** making 40+ social content pieces/month concurrently with Lands' End role.
- **Presented work directly to CMO weekly** while navigating conflicting feedback from other client stakeholders. Keeper of peace.
- **Navigated lengthy client + legal red tape** requiring 3x batches of content to overlap at all times. Implemented complex asset feedback tracking, increased turnaround by 40%. Guided client towards better creative POV.

GE

- **Edited, colored, mixed** four 2-5min videos showcasing GE's Innovation Lab, a scientific playground where experts cross-pollinate (MRI tech applied to wind turbines). GE campus OOH & internal procurement. Add'l infographic animation.

Comcast

- **Obtained 9.2 billion views, 28k+ new followers** w/ branded Olympics Hashtag Challenge. Pitched/edited more campaigns.

Ford

- **Secured our agency Ford's 8-figure annual social AOR business** as client-facing, hands-on creative lead & team mentor.

SYFY / USA Network

- **Directed social creative efforts for 20+ shows spanning 3 seasons,** blurring lines between fans' favorite series & real-life experiences. Curated custom interactive content series, orchestrated real-time & pre-planned activations, live tweeting/posting, community management. Facilitated bespoke talent engagements to resonate with each show's unique fanbase.
- **Integrated external NBCU teams** leveraging their production & talent capes, extending our reach in-season & beyond.
- **Secured Social AOR status for prized new shows + returning seasons.** Grew our scope, won new business on 8+ shows.
- **Bolstered SYFY brand social handle relevancy,** defined global content series, boosted engagement metrics 70%.

- **Drove exploration & buildout of new platform territories:** AR mobile projections, interactive FB canvases, 360 VR social
- **Influenced live on-the-ground/on-air event coverage** 3 years of ComicCon events across 5 cities.
- **Show selects:**
 - [Drama / Fantasy] Mr. Robot, The Magicians, Deadly Class, Dare Me, Wynonna Earp, Queen of the South
 - [Reality / Comedy] Temptation Island, Happy! (Chris Meloni & Patton Oswalt), Resident Alien
 - [Horror / Science Fiction] Channel Zero, Nightflyers (George RR Martin), Purge, Krypton

Luminary *[podcast subscription service]*

- **Social AOR creative lead:** leveraged 20+ podcast offerings into cohesive visual social content series with same day turnaround. Navigated strong client opinions to maintain public-facing decorum & mitigate PR crisis.

Associate Creative Director - Personal Brand Development

VaynerTalent 2018 *Clients:* Ray Dalio (Bridgewater), Olympic Athletes, health & wellness empowerment, hoteliers, artists.

- **Team oversight, mentorship, production,** delivering 10 high-profile clients individualized content batches bimonthly.
- **Implemented 3 internal workflows** for tangible team growth: skill sharing, education, centralized design/inspo repositories.

Sr. Editor/Animator - Interactive, Social, VR

VaynerMedia 2015 - 2018 *Clients:* Budweiser, Diageo, Toyota, Chase, Snuggle, Mountain Dew, Ritz, Sour Patch Kids, MasterCard
Banana & Co, Ultravisual (Technicolor) 2015

- App graphics (gaming), wireframes & mockups (social UI)

Creative Director

Iris MediaWorks 2013 - 2015 *Clients:* Fisher-Price, HP, Walmart, Hiscox, Pureology

- **Led concepting & post production** graphics, VFX, animation, & design collateral across 9 clients + internal rebrand.
- **On-set technical direction & DIT,** drove pre-production concepting/brainstorming.
- **Fisher-Price holiday campaign exceeded all expected benchmarks,** selling out promotional items 2x faster.

Sr. Art Director, Interactive *[web + mobile]*

Tremor Video 2009 - 2013 *Clients:* Disney, L'Oréal, all major film studios, Lowe's, Dunkin' Donuts

- **Coded & designed award-winning interactive rich media video ads (Flash, proprietary mobile)**
- **Exceeded engagement metrics with best-in-class creative, obtaining 4x baseline CTR.** Pushed product capabilities beyond developer build scopes while maintaining low-latency file size & bandwidth reqs.
- **Pitched & landed 8 new business clients** via concurrent storyboard integration with sales team.

Art Director / Senior Designer

Red Antler, Nickelodeon, PandaPanther, The Ebeling Group, Culpepper/Williams, Spek Studios (Freelance) 2006 - 2009

- Broadway theater projections, multiscreen OOH, interactive, experiential, movie VFX, TVC

Jr. Designer Animator

Loyalkaspar 2005 - 2006 *Clients:* Showtime, ESPN

- Station identity, show packaging, music videos, broadcast production.

Education:

BFA, Digital Arts & Sciences | University of Florida | summa cum laude

Program Knowledge: Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, InDesign); Figma, AVID, AI prompt engineering; Asana, Salesforce, Google Suite, Slack

Coding (object-oriented): JavaScript, Processing, aescript, as3, Python

Platform-native design: TikTok, Instagram (in-feed, Stories, Reels), Facebook, X/Twitter, YouTube Shorts, OTT, multiscreen OOH, mobile app graphics, responsive web

Lauded externally by: Ad Age, PromaxBDA, TikTok, Addy Awards