

ALEXANDER HOLLAND



- DIGITAL MARKETING STRATEGIST
 - CONTENT MAESTRO • SHORT-FORM VIDEO WIZ
 - CHATGPT & MIDJOURNEY PROMPT SPECIALIST
- BERLIN GERMANY - (OPEN TO REMOTE ROLES)

CONTACT

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PROFILE

Results-driven digital marketing and content enthusiast specialising in staying on top of online trends that make a real impact. With recent marketing experience in tourism as well as 10+ years of involvement as a musician, label owner & now podcaster with over 140 episodes, I dedicate my time to crafting, analysing, & refining compelling narratives that foster & expand engaged communities & drive real results.

EDUCATION

- **Digital Marketing Certificate**
CareerFoundry
- **BA majoring in Multimedia**
University of South Australia

SKILLS

- Social Media Strategy
- Email Marketing (Mailchimp, Klaviyo)
- SEO, SEM, PPC
- Performance Marketing (Meta Ads, Google Ads)
- Google Analytics
- Website Management (WordPress)
- Canva, Photoshop
- ChatGPT, MidJourney
- Content & Blog Writing & Storytelling
- Video Production & Editing Expertise (long+short-form).
- Comprehensive End-to-End Podcast & Audio Production Skills

EXPERIENCE

OPERATIONS & MARKETING MANAGER

SPB-TOURS

2019-2022

- Implemented marketing strategy of industry leading tour-operator which serviced a record 30,000 passengers in 2019
- Helped achieve & maintain no.1 rating as tour provider in the Baltic on Tripadvisor.com
- Nurtured direct relationships with TripAdvisor team to optimise our presence on the site and increase sales.
- Created persuasive email marketing campaigns to convert leads to bookings/sales as well as upsell extra packages.
- Managed and incentivised business relationships with highly active influencers on cruisecritic.com forum.
- Liaised with web-development team & project managed website updates and optimisations.

SALES ASSOCIATE

2015-2019

- Converted leads to conversions via email and phone inquiries.
- Crafted high-budget bespoke tour itineraries and negotiated prices.
- Worked in high pressure growth environment whilst time managing the complexities of a multi-faceted workday.

PODCAST CREATOR + MARKETER

DON'T PRAISE THE MACHINE

2021-ongoing

- Researching, writing, presenting and producing a weekly tech-culture podcast that has been running for +2 years.
- Creating multi-channel, multi-creative marketing via all major social media platforms (focussed now on short-form video on Youtube shorts, Instagram reels, TikTok)
- Grew podcast to hundreds of weekly listeners.
- Increased social media presence to thousands of impressions via original video content.

PROJECTS

-PODCAST SOCIAL MEDIA GROWTH (Don't Praise The Machine)

Worked on a top of funnel awareness campaign to build more audience for a podcast with an emphasis on short-form, vertical video strategy.

- Created short-form videos that gained over **4000 combined plays** in a week across Instagram, TikTok and Youtube.
- Started Facebook account and grew to **113 followers** in a week
- Built landing page and offered a weekly newsletter to begin **building email list.**

-MULTI-CHANNEL MARKETING ANALYSIS (Course Project)

Comprehensive analysis of a Multi-Channel campaign for a hypothetical charity.

- Conducted holistic analysis of campaign data across multiple channels including paid and organic Search and Social Media.
- Interpreted complex multi-channel metrics, identified patterns, and translated findings into actionable insights for campaign optimization
- Utilised data visualisation (graphs, charts) skills to create concise and impactful presentations summarising performance and recommendations for future campaigns.

LANGUAGES

English - native speaker
German - intermediate

RECORD LABEL MANAGER / OWNER

SUCH LUXURY RECORDS

2019-ongoing

- Established independent record label for physical (vinyl) record releases as well as on digital platforms.
- Responsible for digital marketing, social media & promotional opportunities such as magazines, blogs, Spotify playlists, and events (record in-stores)
- Managed music production, mastering, vinyl manufacturing, and artwork for releases.

TELEVISION AND ADVERTISING COMPOSER

SELF EMPLOYED

2007-2022

- Composing music to briefs for renowned international brands such as Zalando, BuzzFeed, as well as internationally screened TV Series
- Established and maintained professional relationships with influential musicians, labels, DJs, journalists and editors, booking agents and promoters
- Formatting content & assets for marketing purposes and digital platforms, such as Spotify, Beatport and YouTube
- Managing and maintaining all contractual rights and licenses.

PROMOTIONAL AND EVENTS MANAGER

KINGS HEAD HOTEL

2011

- Promotion of a weekly night-time entertainment
- Creating extensive advertising material using Adobe Suite (Photoshop etc)
- Managing promotion through print (local magazines) and social media (Facebook, Twitter, YouTube).

COMMUNITY YOUTH & MUSIC COORDINATOR

CARCLEW YOUTH ARTS CENTRE

2010

- Coordinated and managed workshops offering music production to disadvantaged youth, focusing on both creative technical and promotional aspects.
- Led youth in navigating the contemporary cross-platform music industry. Teaching indigenous youth songwriting and audio production in remote rural towns.

SEGMENT PRODUCER

NOVA FM

2009-2011

- Writing, recording, editing and presenting recorded segments weekly for an Australian commercial radio station.
- Radio program production and on-air broadcasting.

***Referees available upon request**

***I hold a working visa for Germany**