

BUSINESS: [Redacted]

[Redacted]

AT A GLANCE

- 15 years of producing award-winning digital & social content
- 11 years of video production
- 9 years managing & leadership
- Honed skills with an array of digital & social content platforms & metrics systems
- Extensive communications experience, including public relations, crisis comms and reputation management

SOCIAL MEDIA
[Redacted]

AWARDS

- '20 National Telly Awards
 - [Social impact content](#)
- '19 National Telly Awards
 - [Branded content](#)
- '18 CO Marketing Assoc. 14ers
 - [Content & social marketing](#)
- '17 National PR Daily Awards
 - [Integrated marketing](#)
 - [Livestream](#)
- '15 Regional Heartland Emmys
 - [Interactive story](#)
- '11 National AP Sports Editors – 75K-175K circulation
 - [Feature writing](#)
 - [Multimedia project](#)
- '10 MT Newspapers Assoc.
 - [Feature & news writing](#)
- '09 Society Prof. Journalists
 - [Feature & Column writing](#)
 - [Podcast](#)

REFERENCES
[Redacted]

EDUCATION
University of Puget Sound
 • Majors: Communications
 • Minors: Business & Politics

WORK EXPERIENCE

Director of communications & storytelling, Mar. 2021 to Present
Gary Community Ventures ([garycommunity.org](#)): Denver, CO

- Work with VP to lead all marcom strategies at philanthropic organization working to increase opportunity for CO kids & families
- Develop storytelling arm to advocate for systemic behavior change

Adjunct Professor, Jan. 2022 to Present
University of Colorado Boulder ([colorado.edu](#)): Boulder, CO

- I teach digital storytelling in the Advertising, PR & Media Dept.

Director of digital content, Dec. 2015 to Mar. 2021
GroundFloor Media & CenterTable ([meetatct.com](#)): Denver, CO

- Led accounts, create content & provide digital/social strategies
- Served as executive producer for video production studio
- Provided PR, communications, branding & crisis services, as needed

Digital content manager, Jun. 2012 to Dec. 2015
KDVR / KWGN ([KDVR.com](#) / [KWGN.com](#)): Denver, CO

- Served as station's digital and social media manager
- Hired & managed digital producers, served as digital content editor
- Provided digital & social metrics to drive editorial decisions

Executive producer, columnist, editor, talent Dec. 2011 to Jun. 2012
Mountain West Sports Network (station shut down): Denver, CO

- Served as station's digital & social media manager
- Wrote features/columns for website & vignettes for broadcast
- Executive producer, writer & talent on recap show, "5 in 15" **Sports multimedia reporter, May 2011 to Dec. 2011**

Riverside Press-Enterprise ([pe.com](#)): Riverside, CA

- Pac-12 beat writer; also covered NFL, NBA & MLB
- Co-host, executive producer & social media manager of Associated Press-winning high school sports webcast, "HSGameTime Live"
- Managed HSGameTime website development team

Sportswriter, June 2008 to May 2011
Bozeman Daily Chronicle ([dailychronicle.com](#)): Bozeman, MT

- Montana State football & men's basketball beat writer
- Copy edited and designed print & digital products
- Hosted & produced on-location MSU football podcast & radio show

Sports news assistant/GA reporter, Jan. 2007 to May 2008
Seattle Times ([seattletimes.com](#)): Seattle, WA

- Covered high school sports

SKILLS

Storytelling	Digital marketing	PR	Analytics
Writing	Paid advertising	Crisis comms	Web design
Social media	Video production	Branding	SEM

INDUSTRY EXPERIENCE

Government	Food & beverage	Energy	Nonprofit
Healthcare	Media & entertainment	Construction	Education

BOARD EXPERIENCE & COMMUNITY INVOLVEMENT

Board of Directors & Development Chair, Mar. 2018 to Present
Colorado Humanities ([coloradohumanities.org](#)): Denver, CO

Strategic Advisor, Jan. 2024 to Present
Truce Studios ([trucestudios.com](#)): Denver, CO

Data Committee, Jan. 2018 to 2023
Arapahoe Co. Early Childhood Council ([acecc.org](#)): Centennial, CO

Steering Committee – Succeeds Prize, Jan. 2017 to Dec. 2018
Colorado Succeeds ([coloradosucceeds.org](#)): Denver, CO



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BAC-9373

Contact Information

Contact Name	Will Holden	Home Address	[REDACTED]
Preferred Phone	[REDACTED]	Home City	[REDACTED]
Preferred Email	[REDACTED]	Home State	[REDACTED]
Other Phone		Home Zip	[REDACTED]
Other Email	[REDACTED]	County	Denver
DOB	10/5/1985	Hispanic or Latino origin or Descent?	[REDACTED]
SSN		Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.
		Pronouns	

Application

Status	New	Council Resolution Number	
Notes			

Board Information

Board Name	Denver Commission on Cultural Affairs	Original Start Date	
		End Date	
		Other boards or commissions served	

Work Information

Employer	Gary Community Ventures	Work Address	[REDACTED]
Position	[REDACTED]	Work City	Denver
Business Phone #	[REDACTED]	Work State	[REDACTED]
Work Email	[REDACTED]	Work Zip	80202

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	8	Registered Lobbyist	No
Conflict of Interest Explanation		Conflict of Interest	No

Education and General Qualifications

Name of High School	Columbine High School	Name of Graduate School	
Location of High School	Littleton, CO	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate High School	Yes	Did you Graduate	
		Graduate Major	
Name of College	University of Puget Sound		
Location of College	Tacoma, WA		
# of Years Attended College	4		
Did you Graduate College	Yes		
Undergrad Major	Communications		

Reference Details

Reference Name #1	[REDACTED]	Reference Email #1	[REDACTED]
Reference Phone #1	[REDACTED]	Reference Address #1	
Reference Name #2	[REDACTED]	Reference Email #2	[REDACTED]
Reference Phone #2	[REDACTED]	Reference Address #2	
Reference Name #3	[REDACTED]	Reference Email #3	[REDACTED]
Reference Phone #3	[REDACTED]	Reference Address #3	
Agree to a background check	<input checked="" type="checkbox"/>		
Owner	[REDACTED]	Created By	Denver Integration, 4/21/2024 6:59 PM
		Last Modified By	Denver Integration, 4/21/2024 6:59 PM

Notes & Attachments

Will C. Holden Bio.pdf

Type	Attachment
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Description	View file

Will_FinalT - M24878.jpg

Type	Attachment
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Gary Resume_042124.pdf

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