BUSINESS:

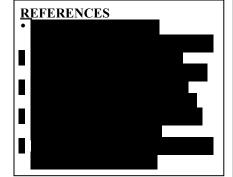
AT A GLANCE

- 15 years of producing awardwinning 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

AWARDS

- '20 National Telly Awards
- Social impact content
- '19 National Telly Awards
 - Branded content
- '18 CO Marketing Assc. 14ers
 - Content & social marketing
- '17 National PR Daily Awards
 - Integrated marketing
 - Livestream
- '15 Regional Heartland Emmys
 - <u>Interactive story</u>
- '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



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



BAC-9373

If so, what county?

Denver City Council District No

Conflict of Interest

Explanation

Denver

- Close Window
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Contact Information	on				
Contact Name	Will Holden	Home Address			
Preferred Phone		Home City			
Preferred Email		Home State			
Other Phone		Home Zip			
Other Email		County	Denver		
DOB	10/5/1985	Hispanic or Latino origin or Descent?			
SSN		Race/Ethnicity	Caucasian		
Gender	Male	Other Ethnicity			
Other Gender		Salutation	Mr.		
		Pronouns			
Application					
Status	New	Council Resolution			
Notes		Number			
Notes					
Board Information	1				
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			
Position		Work City	Denver		
Business Phone #		Work State	_		
Work Email		Work Zip	80202		
on Endi		TTOTA EIP	00202		
Additional Information					
Are you a registered voter?	Yes	Objection to appointment?	No		
votel :		αρροπιπιστις:			

Special Information

Registered Lobbyist

Conflict of Interest

No

No

Education and Ge	neral 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		Reference Email #1	
Reference Phone #1		Reference Address #1	
Reference Name #2		Reference Email #2	
Reference Phone #2		Reference Address #2	
Reference Name #3		Reference Email #3	
Reference Phone #3		Reference Address #3	
Agree to a background check	¥		
Owner		Created By	Denver Integration, 4/21/2024 6:59 PM
		Last Modified By	Denver Integration, 4/21/2024 6:59 PM
Notes & Attachmer	nts		
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