

J. TYLER HOLMES

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EXPERIENCE

STAFF WRITER, BRAND STUDIO | Built In | Mar. 2021 - Apr. 2023

Built In is a national tech publication. Brand Studio drives inbound leads through creative storytelling.

- **Pitched and created content in alignment with client strategic goals.** Consulted with enterprise clients including Amazon, Coach, Whole Foods, and Toast to develop compelling story angles. Conducted in-depth interviews with subject matter experts. Collaborated with editors and project managers to produce content that drives conversions. Published 300+ articles and unique company profiles.
- **Developed content strategy and maintained Brand Studio editorial calendars.** Synthesized performance data, user insights, and industry hot topics into unique, relevant story briefs to encourage client participation.
- **Managed account-based editorial projects.** Projects such as Companies To Watch covered 264 companies, driving \$2.3 million through the pipeline and closing \$1 million in deals in 2022.

OWNER, FREELANCE WRITER | J T Holmes LLC | Aug. 2018 - Present

J T Holmes LLC is a freelance company to pursue personal creative endeavors and produce content for established brands.

- **Developed written content around various themes for publications and brands.** Work has been featured in international wine magazine Winerist, local Chicago nonprofit *Dion's Chicago Dream*, and spanned industries from real estate and tech to hospitality. Adapted voice to fit publications or to lend personal gaze/expertise for a topic. Managed deadlines, photography, graphics, and copy editing. Experienced with individual projects, 3-6 month contracts, and long-form storytelling requiring thorough research.

DIGITAL MEDIA STRATEGIST | Tribune Publishing | Feb. 2017 - Apr. 2019

Tribune Publishing is a diversified media and marketing company specializing in digital transformation strategies.

- **Delivered multimedia solutions to clients ranging from small to enterprise businesses to effectively saturate local markets and strengthen brand awareness.** Built ad campaigns through Chicago Tribune, Baltimore Sun, Hartford Courant, subsidiary publications, and online platforms. Maintained book of clients and prioritized new leads through use of digital sales analysis tools, consistently exceeding department goals.

HOMICIDE WATCH REPORTER | Chicago Sun-Times | May 2016 - Oct. 2016

The Chicago Sun-Times is a Pulitzer-winning daily newspaper dedicated to investigative reporting and media innovation.

- **Produced multimedia content for Homicide Watch Chicago, the Sun-Times' part of a national website covering all murders within city limits.** Interviewed those affected by homicide in order to accurately portray every victim's story. Managed social media profiles in order to discover unreported events and organized homicide victim databases. Achieved high levels of reader traffic through social media sharing and SEO.

EDUCATION

Bachelor of Arts, Journalism, Loyola University Chicago

Class of 2016. Minor in Anthropology. Copy & Photography Editor of Mosaic social justice magazine.

SKILLS

Content strategy. Editorial planning. Production. Analytics. Design. Photography. Researching. Journalism. Publishing. Storytelling. Project management. Copywriting. Email marketing. Website creation. Content management. Editing. Interviewing. Mentorship. Leadership. Cross-functional collaboration. Marketing.