

Serene Bridgett Hollingsworth

312-899-6440

Communications Specialist

Core Competencies

Communications	Management	Industries
<ul style="list-style-type: none">◆ Internal External Communications◆ CRM Client Presenter◆ Public Relations Content Writer AP Style	<ul style="list-style-type: none">◆ Strategic Leadership Influencer◆ Project Management◆ Print Digital Publishing Social Media	<ul style="list-style-type: none">◆ PR Publishing Entertainment◆ Insurance Financial Services◆ Life and Health License

Dynamic, creative, and strategic 15 year accomplished communications specialist with exceptional writing, presentation, and project management skills developing and implementing a variety of corporate communications initiatives to deliver impactful messaging to key audiences; Nominated publishing professional for start-up publications; Strong ability to influence thinking, forge strategic alliances, and build consensus; Veteran publicist, business development professional, print, social media expert with distinguished performance conveying engaging, thought-provoking content for emerging and established brands. LinkedIn Profile www.linkedin.com/in/bridgetthollingsworth/.

- 2011-2012 Increased revenue 5+ million with emerging PR business sales.
- 2005 Nominated publishing professional of the year.

- 2003 Keynote presenter at The Ohio State University Student Association's Luncheon
- 2000 25+ million in financial services sales.

2007-Present

Jazzmyne PR Group, Chicago + Los Angeles

Senior PR Manager + Communications Specialist

Promoted in 2011 to Creative Lead; Advanced in 2012 to Communications Specialist; Promoted 2013 to Senior PR Manager for boutique multi-channel entertainment and emerging business PR agency; Ensure flawless onboarding of PR clients; Oversees and works collaboratively with creative team, publicity plan initiatives, and identity campaigns; Ideation and media strategist for high profile executives, emerging companies, and celebrity brands; Coach creative team of five junior account managers, four junior publicists, and three designers. Responsible for growing and protecting the Agency's relationships with its current client base and ensuring the team is engaged in building these relationships. In 2011 and 2012 increased revenue +5 million by closing new emerging business PR accounts. Charged with producing influential and creative content to procure national and local print, radio, and television placement; Project Manager for multi-million dollar marketing campaigns; Vendor procurement, media, and contract negotiator; Press release writer, speech preparation, whitepapers, presentation writer, and presenter; Received national media exposure on ABC, NBC, The Today Show, USA Today, LA Times and key media outlets across the country. Some client campaigns include: "The Dog Whisperer", Jaime Fox, Vanessa Williams, Kevin Eubanks (for Jay Leno Show), and Wynton Marsalis.

- ✓ Creative visionary behind celebrity brands: Caesar Milian (The Dog Whisperer); Jaime Fox (Comedian) now accomplished actor; and more.
- ✓ Secured 5+ million in new business revenue in 2011 and 2012
- ✓ 500 PR clients in tenure 488 received national media coverage.
- ✓ *The Dog Whisperer* ideation development + talent acquisition to build and execute media campaign
- ✓ Master of Central Desktop Project Management Software (SaaS).
- ✓ Advanced user of Salesforce|Adobe Creative Suite|HTML Wordpress| Microsoft Office Professional (Word, Excel, Power Point)

2002-2007

Be Magazine (Awareness Magazine), Chicago + New York

Communications Manager

Publishing Assistant, mentored by CEO + Publisher, and promoted to Communications Manager in 2004 to lead, create, launch, and produce the #2 ranked monthly start-up magazine in 2004 and 2005. Coached, managed, vetted, and retained a powerful editorial and creative team of 20+. Successfully recruited communications and marketing talent with a 90% retention rate and promoted 79% of mentored team. Oversight for print division logistics, monthly creative direction, story assignment editor, story approval, and maturation of assignments, fact-checking, assigned and approved weekly online content pieces; Developed and maintained print production schedules, responsible for meeting online publishing schedules and deadlines; Executor of branding for all internal and external communications designed to clearly define the corporate narrative; Authored powerful and thought-provoking presentations, content, whitepapers, and thought-leadership pieces for senior management and key stakeholders; 2005 nominated for publishing communications professional of the year for start-up presses.

- ✓ Rallied struggling print and Internet eZine readership from 150 to 200,000 readers in one year pre insurgence of social media.
- ✓ Keynote Speaker University of Illinois Urbana Champaign Students In Media Dinner
- ✓ Chicago Manual of Style

2000-2002, Chicago, Illinois

Horizon Publishing + Financial Services

Client Relationship Manager

Secured over 30 half-million dollar net worth investment clients in four months; Goal to secure 100 new high net worth investors per year for portfolio management; Turned marketing leads into sales prospects that closed; Closing ratio of 80%. Aimed to maximize long-term revenue opportunities and became trusted securities advisor to clients strengthening their loyalty to Horizon Financial Services brand while keeping them faithful readers of our finance and investment newsletter and books for the self-investor; Secured 65 + 6 licensing and sold 25+ million in first year of business.

- ✓ Generated new client investment revenues to 25+ million in one year
- ✓ More than 200+ clients in portfolio in 2002
- ✓ Secured Illinois Real Estate License
- ✓ Secured Illinois Life and Health Insurance Licenses within 30 days of employment
- ✓ Secured Series 65 + 6 Securities Licenses within 60 days of employment

Community Involvement:

- ✓ 2013-Present Volunteer Life Coach Cook County Correctional Facility for Female Detainees, Chicago, Illinois
- ✓ 2011-2014 Summer Reading Enrichment Camp for Youth, Ford Heights, Illinois
- ✓ 2009-2011 Volunteer Publicity Director for Stroke of Hope Foundation, NY, NY

Education: The Ohio State University: B.S. Communications and Minor Media Psychology |**Salt Lake Theological Seminary:** MTh Masters of Theology