

# R. BRENT HOLLINGSEAD

*Accomplished creative visionary with a track record of 25 years in marketing and design.*

Adept at motivating creative teams and driving impactful outcomes for global corporations. Demonstrated expertise in overseeing diverse marketing disciplines, fueling exponential sales growth and audience engagement. Proficient in leveraging print, web media, motion graphics, and campaign development elevating brands with forward-thinking vision.

## PROFESSIONAL EXPERIENCE



### People Productions (2019-2022) Marketing/Creative Director ([PeopleProductions.com](http://PeopleProductions.com))

- Led client marketing and branding initiatives while overseeing interactive projects.
- Elevated People Productions' brand and reputation on a global scale.
- Transformed client media communications, emphasizing core message and impact.



### Descartes Systems Group (DSG) (2018-2019) Marketing Manager ([Descartes.com](http://Descartes.com))

- Managed annual budgeting, implemented multi-layered marketing initiatives, and led global acquisition rebranding initiatives.
- Oversaw disciplines such as media buying, trade show planning, product strategy, social and digital content creation, and project management across diverse teams.
- Implemented effective site redesign to improve user experience, resulting in longer page visits and increased user engagement.



### Aljex Software (2014-2018) Marketing Director

- Rebranded and positioned Aljex for a \$30M buy-out, contributing to its successful acquisition.
- Developed persuasive pitch decks and executed effective marketing campaigns, resulting in over \$1M in additional sales from web search alone.
- Established a comprehensive in-house marketing department for North America's leading SaaS-based transportation logistics company.
- Orchestrated marketing initiatives, from trade shows and print ads to digital campaigns, resulting in record-breaking metrics and a 10-year high in web leads.
- Bridged the gap between direct and organic traffic sources, with organic visitors showcasing higher user engagement and conversion rates.



### WeeCasa Tiny Homes (2012–Present) Owner/Co-founder ([WeeCasa.com](http://WeeCasa.com))

- Co-founded and managed the world's largest tiny home hotel, earning recognition from prominent media outlets such as HDTV, Forbes, and Outside Magazine.
- Oversaw strategy, operations, marketing, event planning, and tiny home design.



### Freethink Studios Inc. (2003–2012) Principal/Owner

- Founded and developed a leading creative boutique in Austin, specializing in motion graphics, website development, brand awareness, and large-scale video-based e-learning projects.
- Garnered awards for creative excellence and built a strong reputation within the industry.



### Early Career (1994-2011)

- Modovelo Partners (Austin, 2009-2011) Co-founder
- Clarian Health Partners (Indianapolis, 2002-2004) In-House Contract (FreeThink Studios)
- Expidant Interactive Agency (Indianapolis, 1998-2002) Creative Director
- Williams Randal Advertising (Indianapolis, 1997-1998) Art Director
- Active Technologies Group Inc. (Columbus, 1996-1997) Art Director
- SmartPages Direct (Columbus, 1996) Web Designer
- Williams Communications (Columbus, 1995) Pre-Press Artist
- CompuServe (Columbus, 1994) Summer and Winter Internships



### References

- CEO of Aljex - Tom Heine (908) 347-4567
- Partner at WeeCasa - Sky McDonald (720) 480-0427
- RealNormal Productions - Toby Schwartz (512) 775-6696

## BRENT HOLLINGSEAD



*Marketing Guru, Designer  
Entrepreneur, Creative Mind*



**512.924.7922**

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Work Portfolio: [TiltedMedia.com](http://TiltedMedia.com)

## EDUCATION

Bachelor of Arts Degree  
Wittenberg University  
Major: Graphic Design  
Minor: Business / Marketing

## TECHNOLOGY SKILLS

**Adobe Creative Suite Proficiency:** After Effects, Photoshop, Illustrator, InDesign, and XD

**Web Principles:** Deep Knowledge of HTML, CSS, and JavaScript

**User Experience (UX) and Interface (UI) Design:** Sketch, Adobe XD, for intuitive and visually appealing user interfaces that enhance the overall user experience.

**Video Editing and Animation:** Proficient in video editing software such as Final Cut and After Effects.

**Content Management Systems (CMS):** Familiar with popular CMS platforms such as WordPress and website builders.

**Data Analytics and Reporting:** Basic understanding of tools like Google Analytics to measure marketing campaign performance, to make data-driven decisions, and to optimize strategies for improved results.

**Project Management and Collaboration Tools:** Familiar with project management tools like Trello, Basecamp, Slack, and Microsoft Teams to streamline workflow, facilitate communication, and ensure efficient project coordination.

**Social Media Platforms and Advertising Tools:** Proficient in social media platforms (e.g., Facebook, Instagram, LinkedIn, Twitter) and knowledge of advertising tools (e.g., Facebook Ads Manager, Google Ads) to maximize audience reach.

**Emerging Technologies:** Comfortable with emerging technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) to explore innovative ways of engaging audiences and pushing creative boundaries.

## FINE ART & SPECIAL INTEREST

**Fine Art:** Exhibits at Lyons Fork, Western Stars, Moxie, and Boulder Coop. [BrentHollingsead.com](http://BrentHollingsead.com)

**Interior Design** (family business) [MossAndHalm.com](http://MossAndHalm.com)

**Phi Gamma Delta** (Social Chairman)

**Wittenberg Rugby** (club sport)

**Wittenberg Marketing Club**

**Eagle Scout Award**

*Global Client Examples (see more at [TiltedMedia.com](http://TiltedMedia.com)):*  
Pepsi, Lilly, Finishline, NCAA, Medtronic, RCA, Lexmark, Dell, Promega, Nokia  
C.H. Robinson, Descartes, National Oilwell Varco