

HOLLY ENOWSKI

BRAND STRATEGIST + DATA STORYTELLER



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Holly Enowski



hollyenowski.com

EDUCATION

**Bachelor of Science in Science and
Agricultural Journalism
Strategic Communication**

University of Missouri

Minors: International Agriculture,
Business + Agricultural Economics,
Graduation: May 2020

SKILLS

Professional

- ▶ Copywriting
- ▶ Communication Skills
 - ▶ Strategic Research
- ▶ Social Media Strategy
 - ▶ Client Management

Technical

- ▶ G Suite + Microsoft Office Suite
- ▶ Canva + Adobe Creative Cloud
 - ▶ Wordpress + Squarespace
 - ▶ Market Research tools
- ▶ Constant Contact + Mailchimp

AWARDS

2017 Outstanding Student

*MU College of Agriculture,
Food and Natural Resources*

"Best Use of Marketing Research"

National Student Advertising Competition

Mizzou '39, members of the

**Class of 2020 recognized for
leadership + academic excellence**

University of Missouri

ITEMS OF RELEVANCY

**I've conducted research on food
insecurity and small-holder farmers in
Kenya and Uganda. *International Centre
of Insect Physiology and Ecology***

**I've researched the journey for
students to attend the Missouri Youth
Institute, a high school international
development conference, + used the
insights to increase attendance and
target media + communication efforts.
*MYI Student Coordinator + Co-Founder***

PROFESSIONAL EXPERIENCE

Program Director for Deaton Scholars Program

Deaton Institute for University Leadership in International Development | 2016 – Present

- ▶ Execute high-level brand strategy and day-to-day planning for the Deaton Institute, including management of 56-member student scholar program + 16-person advisory board
- ▶ Developed brand standards, created effective content such as one-pagers, graphics, proposals, slide decks and annual reports, and ensured brand adherence and brand alignment across all mediums for each internal and external communication piece
- ▶ Use discretion and independent judgment with respect to matters of significance, including introducing summer programming, adapting the scholar program to e-learning in response to novel coronavirus, and prompting state and national expansion of Institute

Communications Specialist + BRIC Logistics Coordinator

The Food Equation Institute | Columbia, Mo. | January 2016 – Present

- ▶ Participates in strategy development initiatives for clients and new business, and conducted research in response to client asks and trends in the wedding, biotechnology, and winery industry
- ▶ Coordinated and managed flight and travel logistics, activities during the week, and all communications materials for 30 BRIC attendees traveling from 15 countries at 20-years-old
- ▶ Draft reports, grant proposals, business plans, presentations, and general business correspondence for international audiences, funding agencies, and superiors

Undergraduate Research Associate

Food and Agricultural Policy Research Institute | January 2018 – Present

- ▶ Capitalize on intersection of data and storytelling to find the complete and holistic narrative surrounding agriculture research and data; present information in an easy-to-understand format
- ▶ Conduct qualitative and quantitative research and interpret information from a variety of sources, including trade journals, research reports, government papers, articles, and survey data

MARKETING EXPERIENCE

Kerrygold Consumer Journey Strategist + Copywriter

University of Missouri School of Journalism | Spring 2019

- ▶ Conducted extensive research to provide consumer insight for a brand awareness campaign on new Kerrygold brand sliced and shredded cheeses in the US grocery market
- ▶ Turned data points into brand action, leading to innovative touch points and a story that resonated with the target consumer and was applauded by client
- ▶ Demonstrated excellent reasoning and interpretation ability, and applied relevant cultural and social trends in the food space to tactics presented to the client

Brand Strategist for Nationally Recognized B2B Adobe Campaign

National Student Advertising Competition (NSAC) | August 2019 - May 2020

- ▶ Recipient of "Best Use of Marketing Research" and placed 3rd in the nation out of 102
- ▶ Wrote a clear, succinct creative brief, and deciphered complex technical language to present research and strategy findings to client and creative team
- ▶ Provided consistency and focus on the overarching brand challenge, praised for ability to ask "the right questions" to "keep the team on strategy" while being a motivating voice
- ▶ Focused on data-driven insights, amplified by primary/secondary research surrounding 'pain points,' which became the hallmark of the award-winning campaign that was praised by judges as being thoughtful, yet wholly relatable, to the end consumer
- ▶ Represented the client in all communications through consumer research and dialogue to a cross-functional 19-member team, adapting to remote work due to Covid-19