

## **SCOTTY CHERRYHOLMES**

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## **CAPABILITIES**

- Experienced marketer with strong discipline in strategic planning, brand management, and marketing/advertising campaign implementation
- Extensive experience with grass-roots promotions, media placement, and social network development
- Art director with ability to graphically express complex ideas, a master of design, graphics and pre-press
- Thorough knowledge of the performing arts, both as a performer and marketing director
- Actor, singer, director, hospitality trainer, and public speaker

## **PROFESSIONAL BACKGROUND**

### **2006 – 2011 ADVERTISING MANAGER *Raleigh Little Theatre, Raleigh, NC***

RLT is a 75-year-old community theatre that produces 12 shows per season with over 150 performances each year; and offers a large youth education program with an enrollment of 900 students.

- Developed a comprehensive promotional strategy to attract new patrons and expand the audience base
- Responsible for creation of all promotional materials and display advertising for print and the website
- Assisted with all fund-raising efforts for the non-profit organization
- Developed advertising campaigns for over 60 individual productions and five season membership drives
- Led the switch from traditional print advertising to greater reliance on internet and digital media
- Ticket/attendance increased by 61% and youth enrollment increased by over 25%

### **1996 – 2005 GRAPHIC ARTIST AND ART DIRECTOR *Howard, Merrell & Partners, Raleigh, NC***

Served as a member of the creative team for full-service advertising agency (the oldest in North Carolina).

- Prepared all types of advertising and collateral materials for publication, print production, and web graphics
- Successfully assisted creative department conversion from traditional to digital workflow
- Clients: SAS, BB&T, Coors, ING Direct, MacGregor Golf, Kimberly-Clark

### **1976 – 1989 ADVERTISING AND DEVELOPMENT DIRECTOR *Tinsley's Inc., Huntsville, TX***

An innovator and pioneer in the hospitality industry. Led the marketing efforts for a restaurant chain of fast-food, full-service restaurants and night clubs. Company expanded from 13 to 55 restaurants.

- Developed and managed extensive public relations and neighborhood marketing programs for local markets
- Hired and supervised mass-media efforts of several Texas advertising agencies (Houston, Tyler, Bryan, Beaumont)
- Served as company liaison with over 50 rural communities from Waco to Dallas to Houston
- Managed booking and producing of live entertainment including bands, singers and comedians

## **EDUCATION**

**Bachelors of Fine Arts – Drama, *Sam Houston State University, Huntsville, TX – Graduated 1975***

## **COMMUNITY INVOLVEMENT**

- Co-Owner Modern Dance Studio/Huntsville – 1979-83
- Performer in HEAP Summer Musicals: “Annie” - 1983, “Sound of Music” – 1988, “Bye Bye Birdie” - 1989
- Member of the Huntsville Tourism Council – 1985-89
- Founder of the Huntsville Community Theatre – 1986-89
- Member of the Huntsville Arts Commission – 1986-89
- Performer and Marketing for “Showstoppers” – 1986-89
- Huntsville Film Commissioner – 1987-89
- Graduate Huntsville Leadership Institute – 1988-89
- Hospitality Community Teacher/Trainer – 1989  
Tourism Division, Texas Department of Commerce
- Past Board Member Raleigh Little Theatre – 1997-1999
- Raleigh Little Theatre Best Actor Award – 2008
- Recipient of the SHSU Theatre Alumni Award – 2010