

# SCOTTY JONES CHERRYHOLMES RESUME

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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 the 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 an 82-year-old 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 the internet and digital media
- Ticket/attendance increased by 61% and youth enrollment increased by over 25%

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

*Served as a member of the creative team for a full-service advertising agency (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 MARKETING 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 nightclubs. The 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 stand-up comedians

## EDUCATION

### **1975 BACHELORS OF FINE ARTS/DRAMA *Sam Houston State University, Huntsville, TX***

## COMMUNITY INVOLVEMENT

- General Sam Houston Folk Festival Board 2013-2017
- Huntsville Hotel Occupancy Tax Board 2014-2018
- Huntsville Arts Commission 2012-2014
- SHSU Dean of Fine Arts Advisory Board 2011-2012
- SHSU Theatre Alumni Award 2010
- Raleigh Little Theatre Best Actor Award 2008
- Raleigh Little Theatre Board 1997-1999
- Tourism Hospitality Community Trainer 1989  
*(Texas Department of Commerce)*
- Huntsville Film Commissioner 1987-1989
- Huntsville Arts Commission 1987-1989
- Huntsville Community Theatre (Founder) 1987-1989
- Huntsville Tourism Council 1985-1989
- Co-Owner Modern Dance Studio 1979-1983