

HOLLY MANSSUR

MARKETING | COMMUNICATIONS | PUBLIC RELATIONS

CONTACT

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SKILLS

Marketing
Communications
Digital Marketing
Branding
Public Relations
Media Relations
Business Development
Paid Print, Radio, TV
Advertising
Google/Meta Ads
Social Media Marketing
Content Creation
Collateral Development
Website Development/SEO
Google Analytics
Management/Administration
Writing/Editing
Customer Relations
Strategic Planning
Critical Thinking

EDUCATION

University of Michigan- Flint
1988 - 1992
Bachelor of Arts

Major: Communications
Minor: Writing

Work Samples

www.hollymanssur.com

PROFILE

I offer the wisdom of a robust work history spanning 33 years. My corporate experience keeps me sharp. My entrepreneurial background has forged me to be resourceful, resilient, determined, and versatile.

EXPERIENCE

Marketing Director at United CNC Machining
01-2025 – Present

Marketing, branding and business development via successful traditional as well as digital marketing and social media campaigns across multiple platforms. Created and maintained the website, analyzed, and tweaked SEO weekly in response to analytics.

V.P. Marketing and Communications at Manssur Enterprises
03-1999 – Present

Brand and business development via successful traditional as well as digital marketing and social media campaigns across multiple platforms. Created and maintained websites, analyzed, and tweaked SEO weekly in response to analytics. Wrote and presented proposals, managed vendors, and contracts. Networked to strengthen relationships in the community. Planned, promoted, and executed special events.

Marketing Director at Cornerstone Christian School
11-2022 – Present

Rebranded and implemented the digital marketing strategy including social media marketing and paid advertising. Analyzed and reported on the performance of digital marketing campaigns, using data-driven insights to optimize and improve campaign effectiveness. Launched a comprehensive sponsorship program and revamped website. Promoted special events, including all Media Relations.

Marketing Consultant	Alpha Consulting	2018-2022
Marketing Director	Boyne USA Resorts	1997-1999
District Manager	Manpower Services	1995-1997
Marketing Manager	PowerHouse Marketing	1992-1995