



KRYSTLE HOLLEMAN

DIGITAL CONTENT PROFESSIONAL

Professional Summary

Digital content and communications professional with experience in social media strategy, multimedia storytelling, PR, and community engagement. Strong background in newsroom leadership, OTT/digital production, and mission-driven communications. Proven success in driving audience growth, elevating brand presence, and producing impactful cross-platform content.

EXPERIENCE

COMMUNICATIONS SPECIALIST

Potter Park Zoological Society, Lansing, MI

May 2025 - December 2025

- Managed strategic communications, social media, and multimedia content for a mission-driven organization.
- Produced monthly newsletter and created graphics, signage, and PR materials.
- Coordinated media interviews and supported community outreach.
- Led a 6-month social media growth initiative:
 - +8,000 Facebook
 - +3,000 Instagram
 - +1,000 TikTok
 - +1,000 Twitter/X
 - +1,500 YouTube.
- Produced storytelling that connected audiences to conservation and wildlife, and supported media coverage and social media content for the ribbon cutting of the new Animal Health Facility.

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 KrystleHolleman.com

EDUCATION

BACHELOR OF ARTS

Journalism major
Media Studies & American History minor

University of Michigan-Flint

2007-2011

SKILLS

- Social Media Management
- Creative Content Production
- Online Journalism & Web Content
- Video Editing
- Streaming Media and VOD

STREAMING CONTENT
EXECUTIVE
PRODUCER & ANCHOR

WILX-TV News 10, Lansing, MI
October 2020 - February 2025

- Created and executed comprehensive strategies for OTT content, including digital, streaming, and social, across devices, including Roku, FireTV, AndroidTV, AppleTV, macOS, and Android.
- Monitored analytics across multiple software applications, including Taboola, Chartbeat, and Google Analytics.
- Facilitated content alongside reporters, anchors, and videographers to enhance viewer experience and generate additional viewers.
- Anchored breaking news from the *News 10+ Digital Desk* in the newsroom, including communicating with crews at scenes, creating graphics on the fly, sending push alerts, and sharing content with other stations/networks.
- Shared content to multiple social media accounts and platforms through Social News Desk. Platforms managed include YouTube, Facebook, Twitter, Instagram, TikTok, Threads, BlueSky, and Zeam.
- Wrote content for station website that includes multiple forms of media such as video, gallery, and HTML embedding.
 - *Also served as Digital Executive Producer from September 2024 to February 2025, leading the entire Digital Department and product at News 10*

AWARDS & ACCOLADES

- OTT Content (*Merit*) – Michigan Association of Broadcasters (MAB) Broadcast Excellence Awards, 2025
 - Recognized for innovative OTT production and digital streaming content.
- Best Use of New Media – All Encompassing (**Best**) – MAB, 2024
 - Awarded for overall excellence in the News 10+ Streaming Experience.
- Best Use of New Media – Single Project (*Merit*) – MAB, 2024
 - Honored for digital coverage of the Michigan State University shooting.
- Best Use of New Media – Single Project (**Best**)– MAB, 2023
 - Recognized for four hours of continuous Election Night 2022 live streaming with News 10 anchor Seth Wells.

CERTIFICATES AND LICENSES

Adobe Content Creator Professional Certificate
Adobe Generative AI Content Creation
Adobe Content Creator Specialization
Adobe Design Fundamentals with AI
Adobe Multimedia Content Creation
Adobe Social Media and Content Strategy

Office of Genesee County Sheriff Genesee Human Oppression Strike Team (**G.H.O.S.T**) certified

SOCIAL MEDIA MANAGER & IN-ARENA HOST

Federal Prospects Hockey League

2014 - 2016

- 2016-17 Saint Clair Shores Fighting Saints
 - Social Media Manager & In-Arena Hostess, Fill-in team photographer
 - Created social media content throughout the season
 - Interviewed “First Star” at home games
 - Filled in as team photographer as needed
- 2015-16 Port Huron Prowlers
 - In-Arena Hostess
 - Hosted games with fans during intermissions and media breaks
 - Interviewed “First Star” at home games
 - Emceed post-game events with team and fans

SELF ASSESSMENT OF SKILLS

- Social Media Management ●●●●
- Creative Content Production ●●●●
- Online Journalism & Web Content ●●●●●
- Video Editing ●●●
- Streaming Media and VOD ●●●●●
- Graphic Design ●●●
- Foreign Language (on-going education)
 - Spanish ●●●●
 - Swedish ●●
 - French ●

NHL WRITER & CO-EDITOR

Stats.Style.Score.

2011-2016

- All-female staffed sports website with home base in Toronto, Ont.
- Covered NCAA baseball and hockey before moving to NHL
- Conducted interviews and research to create feature articles and Top 10 lists
- Mentored and guided team of writers as co-editor

SOCIAL MEDIA EDITOR & SENIOR WRITER

The Michigan Times

2008-2011

- Covered UM-Flint Club Hockey team including writing feature pieces, game previews and recaps
- Wrote monthly music column highlighting local music scene and new releases
- Launched several social media accounts for the student-run campus newspaper