

YASMINNE HOLTZ

portfolio

MARKETING | MEDIA | BRANDING



About Me

WHO I AM

Hi, I'm Yasmine - I am a recent college graduate with two Associate degrees in Digital Media and Business Administration from Mt. San Jacinto College. I build brands, grow audiences, and create marketing that actually works. I've done it for real clients across music, wellness, hospitality, and media.

MY JOURNEY

I've created and grown my own business, developed strategies for media companies, and built websites that drive client growth. My work blends creativity with strategy.

RECENT COLLEGE GRADUATE

Studied at Mt. San Jacinto College

Skills & Education



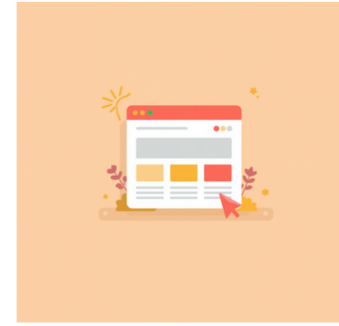
GRAPHIC DESIGN

Creating visually compelling designs that communicate brand stories and engage audiences across print and digital media.

ASSOCIATE OF ARTS

Digital Media

Visual storytelling,
multimedia



WEBSITE DESIGN

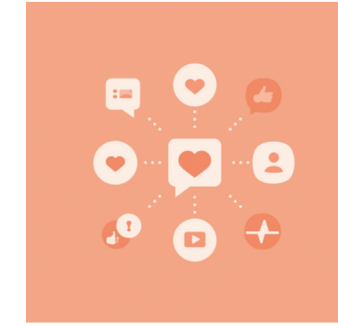
Building responsive, user-friendly websites that enhance brand presence and drive client growth through strategic design.

ASSOCIATE OF SCIENCE

Business

Administration

Operations, management



SOCIAL MEDIA MARKETING

Developing content strategies and managing campaigns that grow audiences and connect brands with their communities.

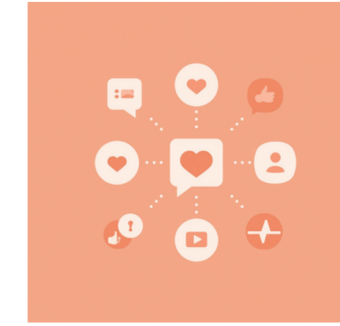
CERTIFICATES

E-Commerce

Small Business/ Entrepreneurship

Logistics Leadership

Public Relations



PAID ADVERTISEMENT

Developing content strategies and managing campaigns that grow audiences and connect brands with their communities.

My PROJECTS

& EXPERIENCE

FREELANCE CONTENT PRODUCER

Wilson Creek Winery

Collaborated with a team at a family-owned Temecula winery to produce a branded content series from concept to completion. Led on-camera interviews, managed production planning, and developed a full rollout strategy to maximize the series reach across social media.

KEY CONTRIBUTIONS

CONTENT SERIES

Collaborated with a team to produce a 7-episode content series capturing the story, culture, and people behind the brand.

INTERVIEW PRODUCTION

Led on-camera interviews with the owner and staff to bring authentic voices and brand storytelling to life

PRODUCTION PLANNING

Developed detailed shot lists to guide filming and ensure consistent, purposeful coverage across all episodes.

CONTENT CALENDAR & ROLLOUT STRATEGY

Created a full content calendar to strategically roll out the episode series across social media platforms.

DIGITAL MARKETING MANAGER

DREAM CULTIVATORS

Built and managed the full digital marketing presence for a luxury women's wellness retreat brand. Developed ad campaigns, designed email sequences, built MailChimp workflows, and created promotional copy to drive retreat registrations and grow brand awareness.

KEY CONTRIBUTIONS:

FUNNEL STRATEGY

Designed a complete lead-gen funnel from awareness to retreat registration, including opt-in landing page copy and email sequences

CONTENT DEVELOPMENT

Created targeted social media ad graphics and promotional captions aligned to the brand's luxury wellness identity

AD CREATIVE

Produced a 60-second video recap campaign as a first-touch ad to capture email leads and drive retreat awareness

EMAIL MARKETING

Built automated email sequences to nurture leads from opt-in through to paid retreat registration

FREELANCE DIGITAL MARKETER MILE HIGH MINUTE

Worked with a Denver-based music and sports blog to redesign their web presence.

KEY CONTRIBUTIONS:

WEB DESIGN

Designed and built a responsive website to improve branding, user flow, and professional online presence

CLIENT ONBOARDING

Created a streamlined onboarding process for client submissions and advertising requests, cutting onboarding time by 30%

SOCIAL MEDIA MANAGER

BRIGHT FUTURE MEDIA

Managed social media strategy and content production for a Denver-based recording studio and media company, growing their online presence and driving new client inquiries through consistent content and targeted paid campaigns.

CONTENT STRATEGY

Developed content calendars highlighting studio services, client projects, and industry news for consistent brand visibility

VIDEO & PHOTO

Created video and photo content that boosted average post engagement by 60% over one year

PAID ADVERTISING

Ran paid ad campaigns for promotions and studio booking, generating 100+ new client inquiries

GROWTH

Increased Instagram following by 40% and helped establish the studio as a recognized hub for local music creators

FOUNDER/ CEO

WOLF WEDNESDAYS OPEN MIC

Founded and built Wolf Wednesdays from the ground up into one of Denver's premier open mic and artist development series for hip-hop and R&B talent. Managed all branding, marketing, social media, paid advertising, and sponsorship development independently.

KEY CONTRIBUTIONS

BRAND BUILDING

Founded and grew one of Denver's premier open mic platforms for hip-hop and R&B artists from the ground up

PAID ADVERTISING

Ran targeted ad campaigns averaging 15,000+ impressions per event and driving consistent attendance of 100 to 150 per show

SOCIAL MEDIA

Launched and managed Instagram and Facebook from scratch, growing to 3,000+ followers in the first year

SPONSORSHIPS

Secured and managed 3+ brand sponsor partnerships, increasing credibility and prize funding for the series

Let's Connect

I look forward to working with you and being a part of what you're building. I'm excited to bring my skills to the table and make a real contribution to your team.

MARKETING | MEDIA | BRANDING

Jasmine Holtz

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