

P. Tanner Holland

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EXPERIENCE

North Carolina Department of Transportation – Raleigh, NC – Full Time

Multimedia Specialist – March 2023 to Present

- Producing multimedia content for multiple platforms including social media, web, and paid advertising.
- Assisted with the design and implementation of the departments first major changes to its Intranet in over 10 years.
- Coordinated all AV integrations for the 2024 NC Transportation Summit, featuring over \$100,000 in AV rentals.
- Oversee communication and marketing strategies for NCDOT's Human Resources and Talent Management office, Facilities Management Unit and Safety & Risk Management Unit
- North Carolina representative for the American Association of Highway and Transportation Officials' (AASHTO) Committee on Transportation Communications (TransCOMM).
- Selecting and leading an annual summer internship team within the Communications Office

Johnston County Public Schools – Smithfield, NC – Full Time

Multimedia Production Specialist – August 2022 to March 2023

- Created visual stories highlighting positive events across the districts 48 schools.
- Maintained and oversaw all district level livestreams, including Board of Education meetings.
- Ensured a consistent look and feel amongst all of JCPS' video and photo content.
- Oversaw and assisted webmasters at half of the districts school sites.

North Carolina Department of Transportation – Raleigh, NC – Full Time

Communications Assistant – June 2021 to July 2022

- Assisted with communications through creative means utilizing video, photo, and graphic design.
- Created impactful visual messaging during ongoing crises such as winter weather events.
- Suggested and created approved ideas for new social media platforms such as TikTok.
- Engaged with public by answering questions via social media accounts, including Facebook, Instagram, and Twitter.

INTERNSHIPS

North Carolina Department of Transportation – Raleigh, NC – Full Time

Communications Intern – June 2021 to July 2021

- Assisted with communications through creative means utilizing video, photo, and graphic design.
- Suggested and created approved ideas for new social media platforms such as TikTok.
- Engaged with public by answering questions via social media accounts, including Facebook, Instagram, and Twitter.
- Produced an animated video highlighting the Right-of-Way process, easing confusion amongst NCDOT customers.

North Carolina Department of Information Technology – Raleigh, NC – Full Time

Communications Intern – May 2019 to August 2019

- Maintained and updated the departments ~5000 web pages prioritizing relevancy and accuracy.
- Established the departments first ever NextDoor account, trained departments on tactful use of platform.
- Engaged with public by answering questions via social media accounts, including Facebook, Instagram, and Twitter.

EDUCATION

Western Carolina University – Cullowhee, NC
Bachelor of Science in Communication – December 2022
Magna Cum Laude

Major: Communication, Public Relations Concentration
Minors: Political Science; Emergency and Disaster Management

ACTIVITIES AND VOLUNTEERING

Friends of Johnston County Public Schools – Johnston County, NC

Committee Member – August 2022 to Present

- Assisting with the creation of several campaigns marketing the 2022 Bond Referendum to communities.
- Advising on best practices regarding video production for political and community-based campaigns.

Temple Represents Church – Selma, NC

Volunteer Production Assistant – March 2018 to April 2021

- Scheduled and trained volunteers on operating media equipment for live services.
- Filled positions including camera operation, broadcast sound, broadcast engagement, graphics, and video switcher.

SKILLS AND CERTIFICATIONS

Software: Premiere Pro, Photoshop, Lightroom, InDesign, Illustrator, Office 365, Planning Center, ProPresenter, Blackmagic ATEM Control, Hootsuite Social, Sprout Social, SharePoint, Drupal, Wix, WordPress, Monday.com, and Notion.

Skills: Leadership, team management, camera operation (Canon, Nikon, Sony, Blackmagic, Panasonic), video editing, photography, videography, technical support, social media planning, AP style, marketing, brand awareness, crisis communication, business reputation building, web development, and writing.

Certifications:

FEMA Public Information Officer Awareness Certificate – July 2024

FEMA Social Media in Emergency Management Certification – July 2024

Hootsuite Social, Platform Certification – Summer 2021

Managing business social media accounts via the Hootsuite platform.

AWARDS AND RECOGNITIONS

[AASHTO Vanguard Award Nomination](#)

Nominated by NCDOT – June 2024

Western Carolina University Student Government Association

Executive Member of the Year Award – Awarded May 2022

Johnstonian News Group/Restoration News Media

[Recognition for NJHS Auditorium Redesign](#) – December 2018

Johnston County Public Schools

[Recognition for NJHS Volunteer of the Year](#) – April 2019