

# Denise Holland

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## PROFESSIONAL WRITING AND EMPLOYMENT HISTORY

### HSBC

March 2008 - Aug 2014

Senior Marketing Communications Manager, *HSBCnet and e-Channels*

In this role, I was responsible for the global acquisition and retention communications/training of high-level business customers and staff on HSBC e-Channels products across more than 80 countries. I led a team of writers and trainers who worked with the global community to achieve our goals using communication material such as websites, mass email, sales sheets, presentations, video tutorials, intranet articles, staff training and press release support. I developed a long term strategy to refresh and centralize marketing material to ensure a consistent message could easily be accessed by sales and support staff globally. In addition, I led a team of staff volunteers that increased employee engagement for our Vancouver department and achieved top performance ratings as a manager in this position.

### Vancity Savings

August 2007 - March 2008

Communications Consultant, VISA CHIP communications

I worked with marketing, IT, customer service, credit and security departments to formulate a communications plan for the launch of the new VISA CHIP & Pin cards. It was important to simplify the customer upgrade experience in a very secure manner, as these objectives are often at cross purposes. We developed a process and rollout plan that was highly secure yet streamlined and cost effective. Along with security, I defined a new process that saved roughly \$100k in mailing costs annually.

### HSBC Investments Canada

April 2003 - August 2007

Consultant

In this position, I worked as part of the Canadian communications team to provide ongoing customer and staff communication for HSBC Investments products. I was the lead communicator for launching the HSBC BRIC Equity Fund and played an instrumental communications role in launching LIFE mutual funds. We produced a full suite of sales support material, advertising, online information as well as advisor events in several cities across Canada. I acted as the dedicated communications consultant to the Canadian advisor team. I also managed the creation of *Encompass*, a nationwide printed consumer newsletter, that focused on market commentary and articles highlighting our global presence in a lighter manner (eg travel features).

### ink Communications

1996 - 2003

Principal

As principal of my own marketing communications company, I worked with teams of contractors (web designers, writers and graphic designers) to create foundational sales and marketing material on-time and on-budget. Major clients included: Coast Hotels - rewards program launch, Business Objects - sales support material for key industry sectors, hyphen Information Systems Management - marketing consultant, Peer 1 Networks - website, DTI Dental Laboratories - corporate brochures, HSBC Premier - magazine inserts

### Telus/BCTel

1991-1996

Customer Segmentation Manager - Manager of small business communications

Marketing Product Manager - Manager of copper/fibre optic cabling portfolio

Marketing Analyst - Analysed ongoing viability of computer products division and entry into the residential alarm and control industry.

### The Genesis Group

1989-1991

Business Report Writer for companies seeking listing on the Vancouver Stock Exchange

## **EDUCATION**

-University of Calgary, Calgary, AB, Bachelor of Commerce degree majoring in Marketing

-UBC Social Media Marketing Strategy course

-Emily Carr University of Art and Design, Vancouver, BC, Bachelor of Fine Arts

## **ACTIVITY 2014-current**

During this time, I developed my individual art practice by completing my Fine Arts degree, attending 4 residencies (the most recent in Germany in 2020) and exhibiting work in over 30 different exhibitions in Canada, US and Europe. My marketing and writing skills were used extensively to achieve these goals. Most importantly, this new perspective has broadened my creative and communications skills. Artistic CV [www.dhstudios.org/about](http://www.dhstudios.org/about)