HOLLY HATCH

Senior Content Strategist | Content Marketing Leader | AI Enablement

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PROFILE

Content marketing leader and senior content strategist with more than 20 years of experience leading strategy, teams and budgets for mission-driven brands in health, tech, workforce development, nonprofit, media and education. Owns content end to end, from discovery, messaging and campaign strategy through interviews, writing, video and design. Leads AI adoption for a lean agency team: builds custom AI skills and a source-of-truth document for every client, and trains staff and leadership to use them. Former editor-in-chief of a statewide magazine who led 30+ writers and editors and more than tripled its print run.

PROFESSIONAL EXPERIENCE

Senior Content Strategist – Spyre Marketing — July 2021 – Present

STRATEGY AND CLIENT LEADERSHIP

- Lead content and campaign strategy for clients in health, tech, workforce development, nonprofit and education
- Manage client accounts from kickoff through delivery, keeping scope, timelines and deliverables on track
- Co-lead new-business proposals with the CEO, from discovery and strategy through scope and pricing
- Plan multichannel campaigns across email, social, web, paid ads, webinars and lead magnets, including hundreds of email campaigns for dozens of clients

CONTENT PRODUCTION

- Planned and led an eight-month customer story series across five school districts: outreach, interviews with up to five educators and leaders per district, direction of outside writers and design, and short video clips I edited myself
- Built a three-audience workforce campaign for a medical association: a student infographic, a 24-page district implementation guide and a 16-page career planner
- Write, produce and edit brand videos in-house, including a promo for an aviation software company that led the client to hire the agency for its website
- Build site maps, wireframes and page copy for full website rebuilds, including a consulting firm's site its team now uses to win new clients

AI ENABLEMENT AND OPERATIONS

- Lead the agency's AI adoption: one-on-one and group trainings on Claude and Cowork, plus biweekly AI strategy sessions with the agency's leader
- Built a library of shared Claude skills, proofreading checks and a source-of-truth document for every client account
- Built AI skills and scoped the agency's AEO work, adding FAQ sections to client blogs so content surfaces in AI search
- Research, test and troubleshoot new AI tools and integrations, connecting Claude with Slack, Zoom, Trello and Google Drive to streamline the team's daily work
- Built a custom AI agent that runs locally with Ollama to draft content, research topics and organize files, keeping data off third-party server

Co-founder and Marketing Lead — Club Calisthenics — February 2019 – Present

- Took a Denver calisthenics gym online, building a global fitness community through video, social and email
- Grew social from zero to 6,000+ followers and YouTube to nearly 3,500 subscribers
- Write, film and edit follow-along workout videos and the brand's content

Marketing Manager — Gymnastic Bodies | Awaken Gymnastics — April 2016 – February 2020

- Grew audience 25% through integrated content, social, email and video strategy for an online fitness training brand
- Managed brand messaging, campaigns and content calendars across channels

Principal, Social Media, PR and Marketing — Holly Hatch, Inc. — June 2007 – July 2021

- Ran social media, PR and marketing for clients in hospitality, retail, design, arts, nonprofit and media, including Central City Opera, Appaloosa Grill, Comeback: with Erica Cobb, and Go Magazine NYC

Editor-in-Chief — Out Front Colorado — March 2010 – August 2013

- Joined as managing editor and editor of the print edition, the first woman to hold the editor role in the magazine's history; promoted to executive managing editor, then editor-in-chief, after the magazine changed ownership
- Led a small newsroom and 30–40 freelancers and owned the editorial budget for every biweekly issue
- More than tripled the print run; with three colleagues, launched the magazine's first website and social channels and led a rebrand
- Widened coverage beyond arts and entertainment to local elections, civil rights and health
- Interviewed policymakers, candidates, artists and entertainers, including Grace Potter, Andrea Gibson, Jewel, Robin Kniech, and Thelma Houston

CORE COMPETENCIES

- Content Strategy
- Content Marketing Leadership
- Team Leadership
- Budget Management
- Editorial Leadership
- Brand Voice & Messaging
- Integrated Campaign Strategy
- Demand Generation
- Email Marketing
- Case Studies & Customer Stories
- Copywriting & Editing
- Video Production
- Website Architecture & UX Writing
- Digital & Display Advertising
- AI Enablement & Training
- Generative AI Workflow Design
- AI Search Visibility (AEO)
- Proposal Development
- Stakeholder & Client Management
- Graphic Design (Canva, PowerPoint)

TOOLS

- **AI:** Claude (Skills, Cowork, Design, Projects, connectors), ChatGPT and custom GPTs, Ollama (local AI models), Gemini, Perplexity, Runway, Canva Magic Studio, Otter.ai
- **Marketing and productivity:** HubSpot, Mailchimp, Google Workspace, Microsoft Office, Trello, Asana, Slack, Buffer, Hootsuite
- **Design and video:** Adobe Creative Suite, Final Cut Pro, Canva, Figma

EDUCATION

B.A., English, minor in Cultural Anthropology
Colorado State University