

Mariama Holman

Affiliate Consultant
(she/her)



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PROFILE

- Six-year track record of building long term revenue growth strategies for large and mid-sized nonprofits, successfully leading executives and their teams in creating infrastructure for securing over \$200M in contributed revenue
- Four years of experience in strategic planning research and policy analysis supporting projects with: Fulton County (GA), City of San Diego (CA), City of Healdsburg (CA), and the City of Santa Clarita (CA)
- Competent qualitative and quantitative researcher skilled in conducting consumer and market research, and leading focus groups, interviews, and community engagement
- Implemented creative placemaking, funding strategy, and change management projects involving multiple collaborators and stakeholders

EDUCATION

Southern Methodist University, Dallas, TX
M.B.A, M.A. May 2018
Concentrations: Data Analytics, Arts Management

Wake Forest University, Winston-Salem, NC
B.S. May 2012
Major: Business Enterprise Management

EXPERIENCE

Metris Arts Consulting, Easton PA (February 2024 – Present)

Affiliate

- Build comprehensive strategies for enhancing community livability and arts and culture access
- Collaborate on projects that improve and measure cultural vitality through research, strategic planning, evaluation, and community engagement

CCS Fundraising, Bronx, NY; Palo Alto, CA; Louisville, KY (January 2021 – January 2024)

Senior Director

- Developed detailed three-year strategic revenue growth plan, quarterly performance metrics, and benchmarks to secure \$20M annually in contributed revenue for Ascension Saint Thomas and Ascension Saint Thomas Rutherford Foundations
- Created and presented revenue performance analysis to the Ascension Foundation and affiliated regional foundations

- Led enterprise-wide data strategy, Tableau wireframes, dashboards, and reporting tools for enabling Lucile Packard Foundation for Children’s Health to secure \$200M/year in contributed revenue over five-years
- Collaborated with internal stakeholders to create enterprise-wide data dictionary, database business rule requirements and documentation for New York Botanical Garden and Lucile Packard Foundation for Children’s Health
- Analyzed and developed documentation for streamlining fund disbursement process for Inova Health Foundation, which expedited the delivery of over \$1M to strategic system-wide healthcare needs
- Developed the Louisville Orchestra’s consumer and market research, five-year strategic plan, external business case for support, and tailored business proposals for scaling endowment to \$50M
- Led Inova Health Foundation funds disbursement process analysis and peer benchmarking study, which resulted in creating improved hospital-wide system for efficiently releasing over \$10M in grants to strategic service lines

CCS Fundraising, New Orleans, LA (July 2019 – January 2021)

Director

- Resolved over \$1.75M in recurring cash reconciliation reporting disparities between XULA Institutional Advancement and Office of Fiscal Services through leading internal audit team
- Co-led a team of fifteen FTEs and three direct reports to achieve \$6.2M in FY2020 and over \$27M in FY2021 contributed revenue for Xavier University of Louisiana (XULA)
- Presented quarterly revenue reports and fundraising activity to XULA Board of Directors
- Optimized lead generation and data analytics for Executive Leadership Team to achieve revenue goals, resulting in \$20M FY2021 pipeline
- Led the XULA National Alumni Association in planning and executing the Fundraising Training Series, which exceeded project goals by attracting over 200 attendees and raising \$750,000 for the Xavier L.O.V.E. Fund for pandemic relief
- Conducted market viability study, data analysis, and focus groups with over forty internal and external XULA stakeholders, which informed forecasting model assessing \$100M five-year revenue potential

CCS Fundraising, Evanston, IL; Athens, TX (June 2018 – July 2019)

Associate Director

- Developed and led bilingual (English/Haitian-Creole) comprehensive marketing campaign in Evanston, IL, which achieved \$1.25M in revenue– achieving 50 percent of goal ahead of benchmark
- Led a 500-person bilingual (English/Spanish) consumer research study to analyze the potential for a \$3M revenue campaign in Athens, TX – presenting key takeaways and action steps to trustees that secured a \$120,000 contract
- Managed client relationships, key stakeholders, and bilingual comprehensive marketing campaign in Athens, TX which achieved \$1.75M in revenue, exceeding goal by \$250,000 and benchmarks for rural, low-income communities

The Bama Companies, Dallas, TX (January 2016 - August 2016)

Consumer Insights Analyst

- Led product research testing and end-of-promotion brand tracker reporting for Pizza Hut's 2016 \$5 Flavor Menu, crafting a compelling business case that convinced brand management to continue the promotion and add a new product
- Designed a consumer awareness, trial, and affinity reporting structure for Stuffed Garlic Knots and WingStreet Jim Beam Wing limited-time-offers, which was used for benchmarking all 2016 promotions
- Crafted quarterly brand tracker reports for the Pizza Hut CMO and Advertising Board of Directors that advised brand strategy via analyzing competitive shifts in traffic, sales, guest check and overall consumer perception

Multiview, Irving, TX (June 2014 -January 2016)

Digital Marketing Specialist

- Researched, strategized and coordinated social media, direct mail and e-marketing campaigns for building B2B sales and media partnerships, writing imaginative creative briefs for teams of graphic designers and managing campaign execution and tracking
- Managed the writing, proofing, editing, publication and promotion of 100+ ad tech publications by internal contributors
- Designed and led a qualitative study among marketing professionals to understand insights in digital advertising best practices, growing Programmatic Advertising.org site traffic from zero to 4,000 unique visitors/month
- Created insights for new email marketing campaigns that generated a ten percent lift in sales via interviewing key stakeholders
- Through identifying relationships across business and academia, created over fifteen digital media syndication partnerships

CROSSMARK, Plano, TX; Chandler, AZ (June 2012 – January 2014)

Management Trainee

- Led competitive insights research project for the Johnson & Johnson National Sales Team which resulted in retaining shelf space for thousands of product facings during competitor new product launch
- Created and analyzed weekly sales execution reports for Walmart Point-of-Sale Analysts, leading an effort to resolve a systemic IT reporting issue that accounted for thousands of dollars' worth of sales losses
- Coordinated national distribution and fulfillment for over \$100M worth of Johnson & Johnson in-store point-of-sale displays
- Managed team of twenty-three Event Specialists for Sam's Club of Arizona, elevating a loss-leader store to number one in state bakery sales
- Achieved consecutive promotions during tenure within Management Trainee Program from Nielsen Data Collection Analyst to Johnson & Johnson Project Administrator to Sam's Club Retail Supervisor of Events

PUBLICATIONS

REPORTS

Triple Play: Audience Perceptions of New Plays. With John Carnwath. New York, NY: Wolf Brown, 2017.

The Alchemy of High-Performing Arts Organizations, Part II: A Spotlight on Organizations of Color. With Dr. Zannie Voss and Dr. Glen Voss. Dallas, TX: SMU Data Arts, 2021.

ARTICLES

“Impact Investing in the Arts: Bringing Arts and Business Together for Economic and Social Impact.” *Americans for the Arts website.* Americans for the Arts, September 2017.

“Tips for Arts Organizations Engaging Tech Communities.” *Americans for the Arts website.* Americans for the Arts, August 2017.

“Reflections on the 2017 Americans for the Arts Annual Convention: Framing is Everything – Social Impact Opportunities in the Arts.” *Americans for the Arts website.* Americans for the Arts, June 2017.

BOOK CHAPTERS

“Volume 2, Chapter 11: Programmatic Advertising Opens New Doors for Data, Analytics and Research” *The New Advertising.* With Chandler Drake, Yariv Drori, Nicholas Henderson, Benjamin Irvin, Carl Robitaille, and Tom Triscari. University of Nebraska - Lincoln, September 2016.

AFFILIATIONS

Association of Fundraising Professionals, Charlotte, NC (June 2020 – present)
Member

Young Affiliates of the Mint Museum, Charlotte, NC (June 2021 – January 2024)
Board Member

Filament Theater, Chicago, IL (January 2021 – January 2023)
Board Member