

JAY HOLLOWAY

Experienced Nonprofit Executive | Consultant

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PROFESSIONAL SUMMARY

Experienced executive with 20+ years experience in strategic leadership, financial performance, and leadership. Successfully led organizations through periods of transformation and achieved significant programmatic and operational outcomes, seeking a Co Executive Director position. Passionate about clean energy, racial, economic, and social justice.

PROFESSIONAL EXPERIENCE

Chief Media Strategist

Holloway Media Group (Jul 2008 to Present) Lanham, MD

- Maintained multi year client retention rate over 80% consulting and empowering volunteer and worker-self-directed organizations on planning, communication, organizational strategy, mission, vision.
- Developed annual budgets that facilitated the strategic visions and solved problems for multiple organizations; averaged 87% job placement for recent college graduates of Media Sales Institute.
- Created technical plans and creative systems for boards and leaders to successfully implement multiple worldwide virtual operations and events; received financial support from Bloomberg Philanthropies.

Director of Production

FBCG International (Apr 2017 to Dec 2023) Landover, MD

- Implemented change management processes, resulted in 35,000 live weekly viewers, over 30 million annual on demand, and more than 1 million followers and subscribers in 31 countries and 40 states.
- Achieved a 24% growth in worldwide YouTube subscribers from 487,121 to 608,232, and a 20% growth in online giving totaling \$6,275,382; plus, growth in staff and capital improvements by 100%.
- Wrote and executed strategic plans for growth; created new virtual distance learning platforms; led a full time staff of 23 professionals, established operational infrastructures with a 91% retention rate.

Director / Assistant Professor

Howard University (Aug 2012 to Jul 2016) Washington, DC

- Directed Media Sales Institute; lead instructor with other corporate media sales executives; wrote and managed \$617,410 grants; reached 82% job placement of graduates with media companies.
- Created diversity and inclusion on SiriusXM, as founding manager of a new channel, 142 HBCU; advised 12 managers and 100 volunteer staff for WHBC 96.3 HD3, the nation's #1 student run radio station.
- Committed to diversity, facilitated closed door "*Beyond the Dialogue Summit on Race Relations on Campus*" with the Presidents of American, George Washington, and Howard Universities, fielded questions from 100+ student delegates from each campus.

Executive for University Partnerships

PBS NC (UNC TV) (Jan 2000 to Jun 2008) Research Triangle Park, NC

- Led staff of 20 and operational infrastructure in statewide education, technology, and public affairs strategy for preschool, K 12, and higher education programs and services; increased enrollment by 268%.
- Generated and directed \$15,777,876 in grants, resulted in national awards, and improved effectiveness of organizational operations for administration, utilization, technology, and outreach staff members.
- Provided updates on educational programs, services, technology, and outreach at monthly UNC System Board of Governors meetings and quarterly PBS NC (UNC TV) Board of Trustee meetings.

STRENGTHS

- **Strategic Planning**
Led teams of 20+ in developing and executing organizational growth strategy that resulted in 20% increase in revenue.
- **Financial Management**
Developed annual budgets that facilitated organizational visions, raised and oversaw more than \$16 million in grants, tracked expenses, led strategic financial decisions.
- **Project Management**
Directed teams in planning, launching, organizing, and managing more than 825 annual live technology, online learning programs, services, and outreach efforts.

SKILLS

Strategic Growth Budget Management
Leadership Delegation Tech Savviness
Emotional Intelligence Authenticity
Teamwork Creative Problem Solving
Trustworthiness Interpersonal Skills

EDUCATION

- **Master of Arts**
North Carolina Central University
- **Bachelor of Arts**
Howard University

TRAINING/CERTIFICATIONS

- **Certified Virtual Session Producer**, T3TrainingGroup.com
- **Credentialed Christian Nonprofit Leader**, Christian Leadership Alliance
- **Broadcast Leadership Training Program**, National Association of Broadcasters
- **Howard University Sponsored Research Certification Training**
- **Certified Program Planner**, The Learning Resources Network
- **Northwestern University**, Kellogg Graduate School, Accounting & Finance
- **North Carolina State University** Continuing Education, Project Management
- **University of Pennsylvania**, Wharton School, Broadcast Sales Management
- **UNC Chapel Hill**, Broadcast Management, Organizational Communications

AFFILIATIONS

- **United States Distance Learning Association (USDLA)**, Member
- **Howard University Communications Alumni Association**, Vice President