



Holden Marketing  
Group

Hospitality Marketing Specialists

# Introduction

Holden Marketing Group is a strategic marketing company specializing in sales and marketing services for independent hotels and resorts as well as hospitality related businesses.

With over 40 years of combined sales and marketing experience, Teresa Holden and Wendy Bolte are uniquely qualified to provide clients with a large array of services. To enhance these services Holden Marketing Group has assembled a team of targeted professionals that have proven track records in their respective fields, offer superior service and exceptional value.

## *What makes us unique?*

- Inbound + Content Marketing- currently the most innovative digital marketing program in the hospitality industry
- Industry knowledge and relationships that took over 20 years to cultivate
- Sales and Marketing management services. We assemble a top-notch team and manage the entire process for you. We customize each team based on our client's specific needs. We have a solution for everything (and if we don't have it we will find it)
- We have helped launch major hotel brands including W and Viceroy & opened and repositioned dozens of hotels
- We have done project management at a variety of hotels and resorts and utilize best practices from each one

# Services

Inbound + Content Marketing  
Digital Marketing Strategy  
Branding and Repositioning  
Pre-opening Planning  
Website Development  
Collateral Development  
Social Media Strategy  
Public Relations Strategy  
Marketing Partnerships  
Revenue and Expense Budgets  
Marketing Plan Development  
Persona Marketing  
CRM Implementation  
Hiring and Interviewing  
Staff Mentoring  
Sales & Marketing Assessments

## HOLDEN MARKETING GROUP

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### Teresa Holden

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Teresa@HoldenMarketing Group.com

### Wendy Bolte

P: 323.931.3918 | C: 310.780.2373  
Wendy@HoldenMarketingGroup.com

# Experience

## Teresa A. Holden

Teresa is a marketing executive in the hospitality industry with over 20 years of experience with hotels and resorts. She has been affiliated with The Ritz-Carlton Hotel Company, Ian Schrager Hotels, W Hotels and St. Regis Hotels & Resorts in a variety of positions requiring expertise in establishing strategies to increase revenues and market share, pricing, product positioning and awareness. Teresa has participated in several hotel launches including W Hotels where she was the spokesperson for the W Hotel brand in Southern California. She has been providing consulting services to upscale and luxury hotels for over ten years and has worked with Hotel Bel-Air in Los Angeles, Sea Island Resorts off the coast of Georgia, The Resort at Paws Up in Montana and Cap Juluca on the island of Anguilla.

## Wendy Bolte

Wendy Bolte, a sales and marketing executive, brings over 20 years of experience that includes opening, branding, positioning and strategy development as well as all aspects of sales, marketing, catering, reservations and revenue management for both boutique hotels and luxury resorts. She served as Director of Sales and Marketing for Shutters On The Beach while opening the sister property Casa Del Mar in Santa Monica. She then became the opening Director of Sales and Marketing for both Viceroy Santa Monica and Viceroy Palm Springs where she helped launch the first two Viceroy Hotels. She has spent the last 13 years as a Regional Director of Sales for KSL Resorts overseeing the sales effort on the west coast. Wendy joined Holden Marketing in 2016.



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# Team

Cory Falter	Chief Creative Officer and Inbound Marketing Specialist, Lure Agency
Susan Tucker	Director of Digital Strategy
Zoe Freedman	Director of Content Development
Amber Berg	Director of Media Strategy
Dominic Boull't	Local Search and PPC Expert
Marisa Vallbona	Public Relations Specialist
Michael Waltman	Website Development, I-Sites
Marcy Albert	Retargeting & Shopping Cart Abandonment, Ve Interactive
Bill Curry	Photography
Lisa Freberg	Video Production, Brand Integration and Persona Marketing
Frank Tammariello	Commercial Writer, Producer and Director



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# Projects

Hotel Zelos | San Francisco, CA  
Cap Juluca | Anguilla  
Snow King Resort | Jackson Hole, WY  
Hotel Bel-Air | Los Angeles, CA  
Monarch Beach Resort | Dana Point, CA  
Viceroy Santa Monica | Santa Monica, CA  
Avalon Hotel | Beverly Hills, CA  
Ojai Valley Inn & Spa | Ojai, CA  
Koa Kea Hotel & Resort | Kauai, HI  
Kona Village | Kona, HI  
Hotel Cheval | Paso Robles, CA  
Santosha Resort & Residences | Golfito, Costa Rica  
The Carneros Inn | Sonoma, CA  
Sea Island Resorts | Sea Island, GA  
Paws Up | Greenough, MT  
The Riviera | Palm Springs, CA  
Alisal Guest Ranch | Solvang, CA  
Villa Toscana | Paso Robles, CA  
Poet's Cove | Pender Island, B.C.  
Simpson House Inn | Santa Barbara, CA



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