

Sutter Holden

Experiential Field Marketing Manager & AI Automation Specialist

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SUMMARY

Marketer who builds the systems that run campaigns. Recently finished leading a college marketing tour that reached 15,000+ students and drove 1,200+ ticket sales across 48 campuses. Built the reporting system for the tour, along with an ambassador platform that replaced 5+ tracking tools. On-site activation experience with Polaris, Activision, Capcom, Rockstar Energy, and NRG. Cornell University AI Marketing masters certificate and seven-time national marketing award winner with Rockstar Energy.

EXPERIENCE

Engage Interactive, Remote

Experiential Marketing Manager

June 2026 - Present

- Led the national college marketing tour for Future Play Festival, directing a 4-person team in 2 sprinter vans across the Midwest
- Reached 15,000+ students, captured 400+ leads, and drove 1,200+ ticket sales attributed to campus activations
- Built the reporting system the tour ran on (campus visit logs, weekly check-ins, end-of-tour reports) so field data came back structured instead of scattered texts and photos
- Owned contractor onboarding and payments for the field team, including agreements, 1099 classification and payment setup

Engage Interactive, Remote / National Travel

Activation Team

September 2024 - June 2026

- Executed activations for Polaris, Activision, Capcom, NRG, Rockstar Energy, and Full Squad Gaming, including 2,500+ attendees driven to the Polaris x Call of Duty booth over 4 days at Fanatics Fest NYC
- Managed logistics for a 4,000+ item provisions order and supported programs with budgets up to \$500K through vendor sourcing and cost tracking

Engage Interactive, Remote

Assistant to Executive Vice President

May 2024 - September 2024

- Ran social campaigns for gaming-community events end to end, using performance analytics to shape each next cycle

Growth Connectors, Scottsdale, AZ

Founder

May 2026 - Present

- Built a brand ambassador management platform that consolidates 5+ tracking tools into one system; currently in pilot use

HP2 Products and Promotions, Phoenix, AZ

Marketing Sales Assistant

September 2024 - July 2025

- Planned and launched client campaigns across digital, event, and retail channels, tracking timelines, budgets, and ROI dashboards
- Ran market research and audience analysis that shaped client campaign messages

Sun Devil Athletics, Tempe, AZ

942 Crew Intern

May 2023 - May 2024

- Coordinated marketing logistics for 70+ events, including volunteers, giveaway sourcing, and on-site activations
- Supported social media for 26 NCAA programs

Rockstar Energy Drink, Tempe, AZ

College Brand Ambassador

March 2021 - May 2024

- Led 100+ on-campus activations, built partnerships with 40+ student organizations

EDUCATION

Cornell University

Masters Certificate

Artificial Intelligence Marketing

Arizona State University

Bachelor of Interdisciplinary Studies

Concentrations in Sales & Marketing Essentials and Real Estate

CERTIFICATIONS

Inbound Marketing

HubSpot

Google Ads Certifications

Google

SKILLS

Experiential & Field: Event Production, Campus Marketing, Field Team Management, Creator and Talent Partnerships, Vendor and Contractor Management

Marketing: Multi-Channel Campaigns, Social Media, Market Research, HubSpot, Google Ads, Canva, Adobe Creative Suite

Systems & AI: Python, FastAPI, SQLite, Anthropic API, OpenAI API, n8n, Zapier, Make.com, Supabase

AWARDS

Rockstar Energy Wasserman Brand Buzz Spotlight

October 2023

Rockstar Energy College Brand Ambassador of the Semester

December 2022 & December 2021

Rockstar Energy College Brand Ambassador Social Media Blitz Winner

October 2022 & November 2022

942 Crew "For the Brand"

May 2022

Rockstar Energy College Brand Ambassador of the Month

August 2021 & April 2022

TECHNICAL PROJECTS

Knowledge Engine

Hybrid vector and full-text search over a personal library of marketing work, built with Python, FastAPI, and SQLite

Agentic Monitoring Layer

Reads file changes and calendar state and surfaces what needs attention, using the Anthropic API

Personal AI Assistant

An LLM with insight into my life to help with tasks