

# STEVEN HOLTZ

LaGrange Park, Illinois || (630) 660-2004 || [holtzsa999@gmail.com](mailto:holtzsa999@gmail.com) || [www.linkedin.com/in/steve-holtz](http://www.linkedin.com/in/steve-holtz)

## SUMMARY

An accomplished and dynamic communications manager, with extensive experience in editorial leadership, content strategy, storytelling, PR, brand ownership, and media relations. Adept at enhancing brand visibility and driving engagement across multiple channels. A proven record in developing compelling content, building strategic partnerships, and leading teams to produce award-winning publications. Passionate about elevating organizational messaging and fostering strong industry relationships to support corporate objectives and enhance overall brand recognition.

## EXPERIENCE

### 7-ELEVEN INC.

Irving, Texas

#### **Communications Manager**

2024

Drove external communications, with a focus on strategy, storytelling, and corporate priorities. Introduced and revitalized programs by developing messaging to put in front of trade editors across industries. Built trade relationships to drive future coverage and recognition. Opened up channels for corporate teams to promote programs that would ultimately drive more traffic to stores and increase revenue.

- Laid the groundwork for future coverage of marketing campaigns and partnerships, highlighting new products, customer benefits, and business direction, boosting revenue potential.
- Partnered and worked with PR agencies to develop common corporate messaging, schedule press release timing, and share new campaigns being launched by the retailer.
- Published press releases to the corporate 7-Eleven website, working within CMS for strong SEO.
- Acted as advisor to corporate communications leadership on questions for coverage opportunities and award / event participation.

### CSP / WINSIGHT / INFORMA

Chicago, Illinois

#### **Content Director / Editor-in-Chief**

2018-2024

#### **News Director / Beverage Editor**

2003-2018

#### **Managing Editor**

2000-2003

Defined editorial strategy for a leading convenience-store trade publication and led a team of reporters to inform and educate the industry. Played an instrumental role in extending the publication from print to digital, developing event content, finding speakers, and appearing on stage to represent the industry, the publication, and the brand.

- Improved readership and revenue tenfold, including:
  - Print revenue from \$2.5M to \$25M annually.
  - Print readership from 12,000 to 120,000 monthly.
  - Digital audience from zero to 55,000 daily.
- Amplified three directions of storytelling:
  - Advised readers and provide direction to better operate their companies and stores.
  - Made the publication the most important industry news source, a must-read on a daily basis.
  - Recognized companies and people who were doing great things.
- Facilitated models, giving industry leaders the opportunity to connect through networking and sharing ideas via webinars, editorial content, and live events.
- Collaborated with staff to produce respected, award-winning content, fostering a strong commitment to meeting deadlines and ensuring timely coverage of breaking news.
- Played a key role in hiring and managing a team of high-quality, competitive editors and freelance editors.

- Established strong relationships with retailers, suppliers, and consultants, granting the editorial team access to top thought leaders in the retail industry.
- Presented prestigious industry awards, including Retail Leader of the Year and Category Manager of the Year, at major industry conferences, and regularly took the stage to interview industry leaders and present research findings.

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#### ADDITIONAL EXPERIENCE

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LIFE NEWSPAPERS, Oak Brook, Illinois, **Regional Editor**, 1993-2000.

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#### EDUCATION

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ROOSEVELT UNIVERSITY, Chicago, Illinois  
**B.A., Communications**

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#### AWARDS AND HONORS

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- Recognized by the American Society of Business Publication Editors (ASBPE) and the Software and Information Industry Association (SIIA) for editorial excellence.
- Awarded nine Azbee Awards of Excellence by ASBPE, including for Best News Analysis, Web Microsite, Trade Show Coverage, and DEI Coverage.
- Finalist in SIIA's Jesse H. Neal Awards for Best Single Issue of a magazine for the September 2022 issue, featuring the cover story, "BP Rethinks the Future of the Oil Company."