

Kristie Collins

552 82nd Street, Apt. 2F • Brooklyn, New York 11209 • 303 - 641 - 4002 • collinskristie@gmail.com

Objective: To obtain an increasingly responsible position in the advertising & marketing field to utilize my drive and experience in a dynamic and challenging environment.

Education: B.A. in Digital Media, University of Denver

Technical Proficiency: Microsoft Office, Adobe Creative Suite (including Macromedia/Adobe Web Suite), HTML. Ability to work efficiently in both PC & Mac operating systems, basic Linux

Web Site: www.kristiecollins.com

Professional Affiliations:

- Member of The ADVERTISING Club New York
- G. A. Wright Marketing Conference Attendee 2005

Employment:

Freelance - Graphic and Web Site Design 10/08 - Present

Instant Access Media - Out Of Home Digital Entertainment TV Network, Denver, CO 8/07 - 10/08

Network Operations Manager

Production Support / Program Scheduling -

- Manage and track media files of all post-production broadcast operations for entertainment, network identity and advertisements
- Utilize satellite delivery to refresh content and respond instantly to advertiser's needs
- Monitor the network to ensure reliable, seamless delivery of content
- Create specified play lists and dayparts to ensure programming fits the target audience
- Support Account Managers in the field with programming requests to meet client needs
- Partner with the Sales & Marketing departments to obtain precise programming schedules determined by each market

Technical Operations -

- Train and communicate technical procedures to Account Managers to do basic on-site system technical support
- Remote technical trouble-shooting to perform proper problem resolution nationwide
- Network monitoring, analysis, tracking and reporting to significantly reduce maintenance related issues
- Quickly and effectively resolve hardware, network, satellite, and work flow issues
- Document trouble-shooting procedures, tips and ideas to enhance the quality and efficiency of our technical support
- Test new applications to eliminate bugs before new software update deployments
- Assist Field Operations Managers installing digital TV technology product nationwide
- Provide 24 hour on-call technical support

Mango Media Corporation - Full Service Advertising Agency, Boulder, CO 3/07 - 7/07

Production Coordinator

- Garnering of printing bids and/or any other bids from outside sources
- Dispatching camera-ready art to the final production source
- Proofreading of all ads, brochures and web sites
- Ad reservations for print advertising placements
- Traffic web design projects from initial design, revisions, to site launch
- Personnel time tracking for project billing
- Integrate web site content provided by clients
- Train clients to use a custom web site client Content Management System
- Gather information for the SEO process
- Maintain resource files

Jones Creative Works - Full Service Advertising Agency, Greenwood Village, CO 1/05 - 1/07

Production Assistant

- Put together weekly production schedule
- Participate in creative briefs
- Purchase stock photography for ads and web sites
- Create printer spec books and set-up files for print
- Traffic creative ads through FTP and PDF sites
- Overall web site maintenance, design, HTML changes and MySQL database updates
- Coordination with the web site host for uploading sites and DNS changes
- Set-up client email addresses through web hosting panel

Account Coordinator

- Assist Senior Account Executive with ad reservations and print advertising placements
- Conduct, analyze and present market research
- Copy editing and proofreading for all ads, brochures and web sites
- Garnering of printing bids and/or any other bids from outside sources
- Coordinate the forms approval process with prepress and the client
- Create print insertion orders and maintain revisions
- Dispatching camera-ready art to the final production source
- Copy writing - write and distribute press releases
- Interview clients for brochure copy and web site biographies
- Maintain media lists