

Christina Campbell

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SUMMARY

A passionate and results driven professional drawing from a wide variety of experience with a proven track record of achieving goals. Focused on impact rather than methods and always open to new methodologies in the face of challenges.

EXPERIENCE

Walmart eCommerce

Creative Producer

San Bruno, CA

April.2017 to Current

- Coordinate the electronics and video games cross-functional teams (marketing, site merchandising, design, copywriting, photographers, editors content strategy, etc.) in order to ensure completion of retail-driven creative projects.
- Provide creative solutions to the varying, sometimes inherently unpredictable, issues that arise during the course of a project, while managing as many as 20 projects simultaneously.
- Ensure on schedule delivery of high-value, time-sensitive product releases for both Apple and Google.
- Implement new standards for the creative management process in the electronics category, in the interest of improved workflow, productivity and stakeholder management.

CLIF Bar & Company

Field/Event Marketing Project Manager

Emeryville, CA

January.2017 to April.2017

- Contract consultant in mid to large scale field marketing activations.
- Manage the production and post-production phase of deliverables, including print, photography, interactive and video materials. Including stakeholder management, risk management, cost management, and quality control.
- Research, procure and manage vendor relations including research, development, contract management, relationships.
- Regularly communicate the status of projects utilizing weekly meetings, status reports, and updates throughout the life of the project.

NW Art Exhibition

Co-Curator and Founder

Oakland, CA

December.2016 to April.2017

- Curated a large scale art exhibition involving over 100 artists featured in The SF Chronicle, KQED and Politico.
- Head of logistics including budgeting for a large scale art exhibition with an opening night attendance of over 4k, 25k in art sales, a 20-person team of volunteers, multiple vendors and over 100 artists.
- Managed and created the marketing campaign that resulted in 9.6k interested (FB), 1.5k RSVP's (FB) and a sold-out opening event using social media and growth hacker marketing strategies.
- Created the event strategy and guidelines for social media, web, and contributors resulting in numerous brand evangelists.

Morphic

Marketing Manager (Marketing Coordinator 2 years)

San Francisco, CA

December.2013 to December.2016

- Worked closely with the Creative Director to develop, implement and execute productions including photo shoots, email campaigns, video production, website developments and creative product development.
- Managed a team of freelancers, vendors, and talent that composed of hiring, scheduling, delegating duties and providing support on projects simultaneously.
- Oversaw the execution and delivery of photo productions including scheduling, equipment rentals, recruiting crew and models, and monitoring budgets for print and web campaigns.

Shameless Photography

Post Production Assistant

San Francisco

December.2012 to November.2013

- Responsible for managing the post-production process including assisting in the comprehensive editing of lifestyle and pinup style images.
- Produced mid to large-scale photo shoots involving coordinating multiple vendors, clients, creating a detailed schedule and hiring freelancers.

SKILLS

POST PRODUCTION

Video

Photography Post-Production

Post Production

PROJECT MANAGEMENT

Photo/Video Production Management

Photo Production

Marketing Activations

Event Management

Retail Launches

E-commerce Launches

Site Management

SOFTWARE

Microsoft Office 365

Asana

Microsoft Excel

Adobe Creative Suite

Keynote

Mac

PC

Salesforce

JIRA

Google Programs

MARKETING

Print/Digital Marketing

Press Marketing Campaigns

Social Media Marketing

Copywriting and Content Editing

Event Marketing

Experiential Marketing

Brand Marketing

EDUCATION

Emerson College

BA Film Production 2011