

# KIERSTEN KOLLINS

CREATIVE. INDUSTRIOUS. PROBLEM SOLVER.

## EXPERTISE

Project Management  
Digital Asset Management  
Brand Management  
Creative Operations  
Content Management System  
Employee Training

## SKILLS

Adobe Creative Suite  
Digital Photography  
Digital Illustration  
Microsoft Office

## EDUCATION

The Ohio State University  
Columbus, OH  
BFA - Art & Technology  
Spring 2013  
Dean's List

## VOLUNTEER

Dublin Irish Festival  
Marketing/Sponsorship  
Committee Member  
2015 – Present

## PROFESSIONAL SUMMARY

Currently employed with Nationwide Children's Hospital as a Senior Creative Services Coordinator. Exceptional at project management, creative problem solving and collaborating with others to complete projects on time and on budget.

## EXPERIENCE

### **SENIOR CREATIVE SERVICES COORDINATOR**

Nationwide Children's Hospital | 10/2016 - Present | Columbus, OH

- Creative Operations – Coordinate all photography and design project requests for Creative team.
- Lead overall strategy, implementation and workflow for Widen Media Collective DAM.
- Provide ongoing content management support related to marketing strategies.
- Assist with print production – internal print shop and external vendors.

### **MARKETING TRAFFIC SPECIALIST**

Nationwide Children's Hospital | 10/2014 – 10/2016 | Columbus, OH

- Manage incoming and outgoing creative projects with in house Creative team.
- Currently manage 3,000+ users and 40,000+ assets using the DAM.
- Conduct training sessions for Basecamp, DAM and photography work order site.
- Coordinate all logistics with photography shoots and run monthly reports for billing.

### **MARKETING ASSISTANT**

City of Dublin Events Administration | 06/2013 – 08/2014 | Dublin, OH

- Collaborated with creative agencies to create television, radio and print ads.
- Managed festival and sponsor brands for advertisements, art map, on site guide, signage and website.
- Created special graphics for Beverage Tasting tickets, 30K Facebook celebration, bridge dedication, Giant Eagle kick-off party and promotional signage.
- Assisted beverage manager with logistics and managed custom iPad.
- Worked with GIS team to create a custom interactive art map application.
- Designed, produced and printed signage using Adobe Illustrator and Photoshop.
- Developed action plans, new ideas and implemented marketing strategies.
- Designed visual layout of the Bob Evans sponsored Sand Sculpture used on placemats at Central Ohio Bob Evans locations.

### **CONTRACTOR**

Dawson | 12/2013 – 04/2014 | Columbus, OH

Administrative Assistant - Victor Newman and Company

- Processed, scanned and printed tax documents for clients. Scheduled client appointments, received phone calls and managed front desk.

Legal Assistant - Manley Deas Kochalski LLC

- Prepared Housing and Urban Development Title Packages (HUD TP) for foreclosure cases, sent Sheriff's Deeds and recorded Confirmation Entries for Ohio foreclosure cases using Casee database software.