

CHRISTINA MORITZ

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{experience}

PROJECT MANAGER AT DOEJO

OCTOBER 2012 TO PRESENT

Chicago, Illinois | Digital Creative Agency Startup

- › Contributed to \$29,000+ by issuing change orders and establishing relationships to set ongoing business opportunities
- › Managed and provided art direction to 20 person cross-functional design, IA/UX and web/iOS development teams
- › Hosted discovery sessions with clients to understand business goals and strategize deliverables within scope and budget
- › Analyzed project processes, improving estimates and client proposals by creating the post-mortem process

FREELANCE DESIGNER & MARKETING CONSULTANT

DECEMBER 2007 TO PRESENT

PROJECTS OF NOTE:

- » Consultant and designer for WayneMessmer.com, renowned National Anthem singer
- » Designed collateral for PR initiatives for Paper Mate and digital banner ads for EXPO® Washable Markers, with Viona Group

CHICAGO WOLVES PROFESSIONAL HOCKEY TEAM

JUNE 2008 TO OCTOBER 2012

Glenview, Illinois | AHL Affiliate of the Vancouver Canucks

CREATIVE SERVICES MANAGER

OCTOBER 2010 TO OCTOBER 2012

- › Conceptualized and strategized art direction for integrated marketing campaigns across all media platforms: web, email, social, print, LED, broadcast
- › Managed brand standards to ensure consistency across all communications
- › Coordinated and met production deadlines for 1,400 projects each season
- › Art directed all on-site athlete photoshoots
- › Analyzed ChicagoWolves.com to increase SEO positioning with content curation and backend metadata
- › Launched and curated integrated fan engagement for Wolves social and digital touch-points, contributing to 42% growth on Twitter and 27% on Facebook in 2011-12
- › Hired and held accountable for a four person in-house creative team
- › Eliminated all creative out-sourcing for LED digital and traditional outdoor, bus tails, print and POS

GRAPHIC DESIGNER

JUNE 2008 TO OCTOBER 2010

- › Designed, directed and advanced the Breakaway Gameday Magazine since its inception in 2009 {45+ issues}
- › From concept to implementation, produced marketing collateral, internal communications, monthly community campaigns, sponsorship sales materials, signage, in-arena LED graphics, merchandise and specialty jerseys

MARIETTA COLLEGE GRAPHIC DESIGNER

AUGUST 2006 TO AUGUST 2008

Marietta, Ohio | Marietta College Office of College Relations

- › Designed 700 projects annually in tandem with the college art director including: media guides and promotional materials across 16 sports, collateral for current student and Greek life initiatives, alumni publications and admissions promotional items

{education}

MARIETTA COLLEGE

AUGUST 2004 TO MAY 2008

Marietta, Ohio

BFA in Graphic Design, Summa Cum Laude
Advertising, Public Relations

{skills}

Art Direction and Design
Adobe Creative Suite
Integrated Marketing
Social Media Management
Sports/Live Event Social Engagement
Customer and Client Services
Basecamp, Jira Project Management Tools
Microsoft Word, Powerpoint, Excel
Some Web Experience
Prepress, Press and Finishing Operations

{recognition}

Marietta College Juried Alumni Show, 2011

CoSIDA Logo Re-design
2009 with Marietta College

CoSIDA Best Volleyball Media Guide
Cover, Division C, 2008

{speaking engagements}

GEORGE MASON UNIVERSITY

Internet marketing classes, 2012

CHICAGO WOLVES CAREER FAIR

Marietta College students and faculty, 2012

ROBERT MORRIS UNIVERSITY

Design and photography classes, 2010, 2012

CREATE. INNOVATE. REPEAT.

Institute For Arts Entrepreneurship,™ 2010

{view} PORTFOLIO

CHRISTINAMORITZ.COM

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