

Cristin Combs

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SUMMARY OF SKILLS

- Video editing using Adobe CC Suite. Premiere. Photoshop. InDesign. Audition. AfterEffects.
- Producer, Director, Shooter, VO Talent, and Editor of various content for digital, TV and radio.
- Traditional media placement using Strata software including Eleven and EPort/AEInbox.
- Digital media placement via The Trade Desk, Facebook Direct, and Google DoubleClick Bid Manager
- Planning, negotiating, and buying of print, outdoor, radio, television, direct response and digital media for Local & National T2 & T3 Automotive clients.
- Evaluate new media opportunities, market conditions, station/media outlet performance and provide needed recommendation.
- Work closely with internal Account Services to ensure maintenance of efficient, effective media decisions.
- Develop and maintain solid professional relationships with all clients and industry account executives.
- Dynamic leader with exceptional organizational skills, track record demonstrating self-motivation, creativity and initiative to reach goals.

EDUCATION/CERTIFICATIONS

Bachelor of Arts, Film & Media Studies

College of Liberal Arts & Sciences, Arizona State University

May 2009

NewTek Tri-Caster Operator Certification

December 2019 (expected)

HIPAA

October 2015

AFFILIATIONS

Association of Women In Sports Media

Ongoing

March of Dimes/Habitat for Humanity/St. Mary's Food Bank

Ongoing

ASU Alumni Association

Ongoing

PROFESSIONAL EXPERIENCE

Owner/Operator

May 2017-Present

cSquared Consulting & Productions, Brandon, Florida

- Digital marketing strategy in the digital space for branding awareness and overall outreach to achieve maximum brand ROI.
- SEO/SEM Campaign Management, Display Advertising, Google Shopping and Connected TV (OTT) campaign strategy.
- AdWords Account Management and Optimization and metric reporting.
- Social Media Marketing and Advertising strategy and implementation.
- Traditional Media Strategy and Production consultation including print, outdoor, radio, television, cable, and direct response campaign placement.

Producer/Editor/Event Manager/Media Marketing Consultant

January 2016-May 2017

La Mesa RV Center, Phoenix, Arizona

- Strategic implementor of moving all advertising agency functions in-house including production, business plan and marketing strategy development.
- Event Manager, location scout and package negotiator for partnership/sponsorship of local events.
- Marketing consultant providing content and brainstorming ideas for Social Media, Digital and Traditional Media Buy Placement including direct response.
- Script writer, video producer, shooter, VO talent and editor using Adobe CC Suite.

Brand Development Executive/ Media Buyer

November 2014-November 2016

Owens Harkey Advertising, Phoenix, Arizona

- Planned, organized, implemented, and controlled day-to-day activities related to managing client workload and marketing initiatives.
- Proactively initiated and managed timelines for all creative, interactive, media, and public relations projects.
- Liaison between partners, creative, media, public relations and interactive departments to provide strategic marketing recommendations.
- Brainstormed and facilitated new ideas based on client requirements to grow interest and drive traffic to client locations.
- Collaborated and advised on new process implementation due to tremendous agency growth.

Local & National Hyundai/QSR/Variou Automotive Dealership Media Buyer

February 2012-November 2014

Arrowhead Advertising, Peoria, Arizona

- Managed all media buys based on CPM, CPS, or CPP requirements of each specific client for tv, radio, print, digital and direct response campaigns.
- Comprised and compiled all station performance with use of weekly post log reports, Nielsen Answers and Scarborough Data.
- Provided internal Account Service Team with detailed media power point deck for presentation to client on a quarterly basis.
- Elaborate evaluation and quarterly posting for T2 business in all LPM, Metered, and Diary Markets according to strict client guidelines.
- Weekly tracking of television media to ensure 100% posting by stations and ensure 20% added value requirement on all T2 business.
- Mentoring and training of all new Media Coordinators and support staff.

Client Service Coordinator

February 2011-February 2012

Fox Sports Arizona, Phoenix, Arizona

- Input of all commercial spot orders and live event elements using Wide Orbit and provide weekly spot logs on over 40 national accounts.
- Coordinated traffic instructions and order restrictions between HTS and local clients to ensure correct spot placement and flight dates.
- Managed live event spot inventory and completion of all national client make goods.
- Liaison for local and national sales order placement with OAP and on-air promotional placement.
- Managed and maintained grid of live event elements sold by both local and national sales Account Executives for game day production use.

Freelance Director/Event Manager/Producer

May 2009-February 2012

Fox Sports Arizona, FanVision, Arizona Cardinals, ProAngle Media, Various, USA

- Corresponded with Arizona Cardinals staff and internal clients with regard to needs for Audio/ Video event and game day needs.
- Event Managed and created RFP's with regard to event audio visual needs.
- Managed and edited video and audio content using FinalCutPro and Avid Editing systems.
- Assessed and implemented crewing needs for shows requiring up to 50+ crew and staff.
- Postgame assistant director for Arizona Diamondbacks broadcasts
- Director of various Arizona Interscholastic Association sporting event webcasts using the TriCaster and ThreePlay systems.
- Director and crewing manager of in-game experience for Los Angeles Dodgers and Chicago White Sox spring training games.

Owner/Operator/MC

May 2002-February 2009

Adrenaline Entertainment, Various, Arizona

- Host and MC for local various client live events
- Provided sound equipment, DJ's, Karaoke and announcers for various local events including providing knowledge in marketing products and services.
- Maintained invoicing, inventory, and customer service to clients in a timely, professional manner.
- Delegated resources to ensure a productive and lucrative work environment utilizing my master art of multi-tasking and leadership.
- Designed and implemented membership and incentive program "Adrenaline Junkies" for frequent karaoke show attendees.