

Christiana Cross - *Producer / Content Development / Sales & Marketing*
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During her career Christiana has worked on the production, design, and marketing of media for production companies, corporations, luxury brands, and celebrity brands. A commercially aware and financially astute manager who has a successful track record of achieving results. Christiana is a superb communicator, has excellent leadership skills. She turns concepts into fully developed, well executed deliverables.. Christiana's creative talent and storytelling abilities are remarkable, which makes for a great top-tier all-around Producer.

PROFESSIONAL EXPERIENCE

Freelance/ Contractor - 2007-Current In below arenas: Producer/Content Creator, Production Manager & Coordinator, Business Development Marketing & Design

Duties (see website / IMDB for film/tv projects)

Producer/Content Creator - Producing a variety of programming, marketing, and advertising content professionally prepared for any media outlet. Infusing imagery and copy with relevant, informative, educational, entertaining, and factual material that engages and retains audiences. Organizing the logistics for film or still photography shoots including personnel, contracts and equipment. Arranging and ensuring high-quality programming is produced on time and within budget i.e. supervising and packaging the project from conception to distribution. Key responsibilities include selecting scripts, attaching talent, raising capital, budgeting, scheduling, locations, crewing and delivery.

Project/Production Manager - Determining and implementing the needs of the client, based on creating clear and attainable project objectives, building the project requirements, and managing the project life cycle. Bridge the gap between the production team and client to ensure constant and accurate communication, reporting and updates. Creating and maintaining budgets and schedules.

Coordinator - Overseeing the scheduling, organizing, implementation, and execution of all assignments. Arrange travel and itineraries, meals, meetings, staffing and crewing, business and personal errands errands, shopping, and other tasks as required. Organizing the supplies, equipment, people, and other resources needed for event or project.

Media Business Development - Creating measurable monetary results by connecting brands in distinct medias with influencers. Specializing in custom marketing strategies that target the clients needs to reach their audience and increased value of their business. Innovative digital marketing strategies are executed to retain and gain consumers through focused social media campaigns, enthralling content and placement in notable media outlets.

Sales and Marketing - Selling goods and services to either public or private buyers by working with clients to determine their marketing and business goals. Create deliverables and solutions and ensure a smooth sales process. Develop long-lasting vendor relationships. Locate new sales leads, through business directories, client referrals, cold calls and targeted ads. Logo creation, packaging, content writing and development, website design, commercial advertising, viral videos, market

research and analysis, pricing, and graphic design.

Operations Manager - Quality Control and Risk Management- Reduce the probability of occurrence of risks while executing the project. Customer service, critical thinking and dispute resolution. Account reconciliations, bookkeeping, PO's, A/P, A/R

Graphic & Website Designer 2006 - current Conceptualizing and creating print and digital material to reach targeted demo

Personal & Executive Assistant 2010 - 2017 Scheduling, setting up travel, meetings, speaking engagements and other appointments. Ensuring there are no scheduling conflicts maintaining, complex filing systems and databases. Document review and preparation. Email correspondence, invoicing, billing systems. Carefully analyzing financial data and create production/financial reports. Personal errands. Overseeing other staff. Planned personal events such as dinners or family gatherings as well as meeting, conferences, corporate off-campus events, galas and more.

Corporate Experience & Responsibilities:

Daniel's Jewelers-Sales Associate July 2016-August 2017 Coordinate Seasonal Marketing collateral and In-store displays. Arrange jewelry cases to enhance customer shopping experience. Meet monthly sales goals by assisting customers in selecting jewelry pieces and providing best financing options. Stay abreast of latest POS requirements, sales, discount, quality control, risk management, inventory.

Sonic Training - Field Instructor 2007-2009 Trained individuals and companies in basic to advanced computer software such as graphic and web design applications such as Dreamweaver, HTML, CSS, MS Office, Quark, Adobe Creative Suite, etc.

United Parcel Service (UPS) Human Resource 2001-2005 Retirement Plan QDRO Specialist Pension Plan Part-time Employees Benefits Admin, Retirement Compensation Specialist Benefits Plan administration, compensation division and dispensation, Plan DB Admin, Qualified Domestic Relations Order Retirement Plan division and distribution, Retirement Plan assistant and liaison to UPS Legal re court orders and pension splits, Plan and contract interpretation, Employee Inquiries, Attorney Inquiries, Administer UPS benefit amount to employee Local Union, DB Admin i.e. Query and Reporting

United Parcel Service(UPS) Capital Corp. 2000-2001 CAPS Processor Operations Lead Managed several multi-million dollar UPS clients in the processing of their daily receivables, payables and customer invoices, processed incoming account info and updated in CAPS system, transferred operational funds unto client accounts; Departmental Lead for escalated customer service matters, approved associate transactions exceeding the average limit, weekly employee schedules; Prepared daily, weekly, or ad-hoc reports and account statements for clients

EDUCATION - 3.5 GPA Computer Info Systems A.S | Visual Communication B.A

TECHNICAL SKILLS All Adobe Creative Suite w/ advanced skills in Photoshop & InDesign, All Microsoft Office Suite, CMS-Wordpress, Joomla, Movie Magic Budgeting & Scheduling, Filemaker (DB admin) Coding languages CSS | HTML | PHP + much more

REFERENCES UPON REQUEST