

TINA POLLOCK

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EDUCATION

Loyola Marymount University
Los Angeles, CA

Bachelor of Business Administration with an emphasis in Marketing
Minor: Theatre Arts

Academic Honors:

Cum Laude, Dean's List, Michael J. Leahy Scholarship recipient, Alpha Sigma Nu Jesuit Honors Society (selected from top 4% based on scholarship, service, & embodiment of Jesuit ideals), Beta Gamma Sigma Business Honors Society, National Society of Collegiate Scholars

Study Abroad: Syracuse University, "Inside the London Theatre" Program, May/June 2014

SKILLS

- *Writing, Public Speaking, Presentations, Creative Development, Marketing, Social Media, Digital Content Production*
- **Computers:** *Mac and PC fluent; Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, Microsoft Word, PowerPoint, Excel, Outlook, Access, Pages, Quicktime Pro, GifBrewery, Mailchimp, Final Cut, iMovie, GarageBand, SPSS, POM for Windows, Facebook/Twitter Analytics, Sprinkl*

COMMUNITY SERVICE/ EXTRACURRICULARS

- *Member of Gryphon Circle Service Organization; Co-Chair of Education Committee (30+ Hours of service per semester)*
- *Performer at Class Act Musical Theatre (community theatre; productions include Hair, A Chorus Line, Fiddler on the Roof & Bat Boy)*

EXPERIENCE

Disney-ABC Television Digital Marketing Intern | January 2015-Present

- Conducted monthly social media analysis of TV show pages on all platforms alongside the social media coordinators; assisted with social media data collection as needed
- Created layouts and wrote basic copy for internal newsletters
- Responsible for the creation, organization, and delivery of digital creative content for use on social media, such as screencaps, animated gifs, quote cards, Vines, and scene lifts
- Provided initial brainstorming for digital creative content creation for various shows on the ABC Network, including *Modern Family*, *The Goldbergs*, *Fresh Off the Boat*, and *American Crime*

Vox Lumiere Social Media Consultant | August 2014-December 2014

- Conducted detailed social media analysis, then developed and implemented initial social media plan for Facebook, Twitter, Tumblr, and Instagram
- Collaborated directly with show's creative team and producers to deliver relevant and engaging content across all platforms

Mane Entertainment Graphic Design Supervisor | May 2014-December 2014

- Managed a team of 3 other designers, created deadlines for projects, scheduled work hours, made preliminary design edits, and assisted in each designer's creative process
- Worked directly with the Marketing Manager to ensure each event was properly represented across all forms of print and social media
- Took design lead on all major events and promotional material for Mane Entertainment
- Previous designs (2011-2014) can be viewed at tinapollockmedia.com (See QR code)

Gryphon Circle Director of Service at LMU | November 2013-December 2014

- Facilitated and strengthened relationships between Gryphon Circle service organization's members and our 4 service placements (St. Columbkille School, Marycrest Manor, Peace 4 Kids, and Westchester Enriched Science Magnet)
- Kept track of and verified all service hours logged by members both on and off campus
- Attended weekly meetings with the LMU service org community, the Center for Service and Action and various nonprofits across Los Angeles

Theatre Hombro Theatricals Marketing Intern | February 2012-September 2012

- Worked on About Production's *Evangeline*, *the Queen of Make Believe* and the Los Angeles tour of *Silence! The Musical*
- Collaborated on marketing strategy with the marketing teams of both productions; Conducted research for restaurant, nightclub/comedy club, and street team promotion
- Managed and ran the About Productions Facebook, Twitter, and created the tumblr for *Evangeline*
- Advertised Student Rush across a wide range of student networks