

KATHRYN A. HINSON

Los Angeles, CA / e-mail: khinson@hotmail.com

WORK EXPERIENCE

Service Mailers And Fulfillment, Los Angeles, CA.

2012-Present: Project Coordinator for direct response fulfillment service provider.

Manage print production projects, coordinate lettershop and data processing services while interfacing with management, production staff, trade partners and client representatives. Clients include: The Los Angeles Philharmonic, Goldwater Institute, St. John Knits and Metrolink.

Brierley & Partners, Los Angeles, CA.

1997-2010: Senior Production Manager for direct response advertising agency.

Managed print production, lettershop and data processing services while interfacing with agency management, account services, creative staff, client representatives. Served as branch office supervisor for agency's project management system. Clients included Sony, Hilton Hotels, Hertz, e-Rewards as well as United Parcel Service, Vail Resorts, Zales, Ann Taylor, American Eagle Outfitters, Epson, The Los Angeles Philharmonic, Four Seasons Resorts and Pacific Bell.

Freelance Consultant, Los Angeles, CA.

1997: Advertising Production/Project Management. Worked with clients to develop and realize direct response advertising materials. Managed print production, lettershop and data processing services. Projects included: GTE and Transamerica for Ogilvy & Mather Direct.

Hooven Direct Marketing, Los Angeles, CA.

1997: Director of Marketing and Training for direct response mail and fulfillment service company.

Promoted to organize and supervise external sales staff, establish client acquisition goals and lead sales efforts. Directed all presentations and oversaw the creation of materials necessary to support the company's marketing capabilities. Additional responsibilities included training internal Client Service Representatives to enhance sales and customer retention efforts.

1996-1997: Manager, Client Services Department. Promoted to supervise staff Account Managers and Customer Service Representatives in providing client support. Hired and reviewed personnel, called on clients to advise them of ways to accomplish mailing objectives, established policies and procedures, managed job budgets and bidding by external vendors, planned production schedules, and supervised fulfillment of client projects. *Named Employee of the Quarter, April, 1997 in recognition of Distinguished Achievement in Service.*

1990-1995: Assistant Manager, Client Services Department. Promoted to assist Manager of Client Services in supervising staff Account Managers and Customer Service Representatives. Assisted account sales staff in soliciting new advertiser clients. Coordinated customer support, estimated and presented job bids. Conducted spot purchases of external production services as necessary.

1988-1990: Account Manager.

WORK-RELATED EXPERIENCE AND HONORS

2006: Mailpiece Quality Control Specialist - Achieved Certification Status from USPS.

1987-Present: Direct Marketing Club of Southern California.

1986-2012: Advertising Production Association.

Member of Los Angeles professional organization of production specialists.

1993: Judge, New England Direct Marketing Association Awards Committee, Los Angeles, CA.

Member of Los Angeles organization of direct marketing professionals.

1988-1997: Mail Advertising Services Association.

Member of Los Angeles professional organization of direct response suppliers.

1988: Advertising Center, Los Angeles, CA.

Completed advanced courses in Account Management and Marketing/Planning.

EDUCATION: Bachelor of Arts Degree, English. - University of California, Los Angeles.

Scholarship to UCLA. Awarded for academic achievement.

Associate of Arts Degree. Pasadena City College.

Computer Program Proficiencies: MSWord, Excel, PowerPoint, WordPerfect, InDesign CS5 Certification

REFERENCES AVAILABLE ON REQUEST