
POLLY R. FLINDERS

Experience-rich creative director, marketing and production manager, copywriter and producer offering imagination, insight, and leadership in the execution of brand deliverables: audio and video production, the web, social media and digital channels.

Leads, mentors and collaborates with marketing and production teams, producing messaging that engages, entertains and motivates.

CORE COMPETENCIES

- Cross-functional team leader who keeps people motivated and projects rolling.
- Deploys content that deftly and persuasively communicates benefits and brand values.
- Delivers B2B and B2C audience-facing campaigns and media channel distribution.
- Project management: budgets, scheduling, processes, contracts, licensing, clearances, co-op and brand compliance.

EXPERIENCE

FREELANCE GLENDALE, CALIFORNIA 2016

Creative Director

- Copywriter, content developer, project manager and marketing consultant helping clients craft a distinctive presence in the media landscape.
- Improves client-generated content and eliminates technical errors through substantive copyediting and style mechanics.
- Director, producer, camera operator, photojournalist, audio editor, makeup artist, and production assistant.

RESULTS UNLIMITED MINOT AND FARGO, NORTH DAKOTA 2013 - 2015

Creative Director

Creative

- Led award-winning team execution of messaging, graphics, video production, photography, social media, and digital content.
- Ushered clients and creative teams through brand positioning, tagline development, brainstorming, and style guide processes.
- Spearheaded market research, pitched creative ideas and sold agency competencies, winning new business and strengthening existing relationships.
- Senior copywriter, copyeditor, producer, director, audio editor, and presentation architect.

Administrative

- Increased profitability by implementing workflow tracking processes, project cost estimates, and budget accountability.
- Elevated creative output and reduced technical errors by establishing quality control procedures.
- Responsible for hiring and retention, cross-team training, scheduling, vendor contracts, licensing, clearances and compliance.

HVS ADVERTISING-MARKETING GREEN BAY, WISCONSIN 1999 - 2012

Writer-Producer

- Award-winning copywriter, producer, director and content provider, completing upwards of 3,000 projects for broadcast, print, the web, press releases, email marketing and social media.
- Developed creative concepts, prepared storyboards and sales presentations, and participated in client pitch meetings.
- Penned positioning statements taglines and jingle packages for client branding initiatives.
- Established budgets and production estimates, planned shoots, hired outside talent and vendors.
- Directed production crews, performers, animators, video editors and audio producers.
- Managed client and agency digital and social media channels, and broadcast traffic schedules.

POLYCYSTIC OVARY SYNDROME ASSOCIATION GREEN BAY, WISCONSIN 2001 - 2005

Director of Marketing and Media Relations (Volunteer)

- Established outreach strategies and recruited corporate sponsors and new members through aggressive media engagement.
- Wrote and produced emotionally engaging, highly visible public awareness campaigns, achieving statewide non-paid media placement through direct appeals to stations and negotiations to piggyback on sponsored media schedules.
- Honored with a Charming Shoppes, Inc. "Voices" national volunteer and leadership award.

KMB BROADCASTING ESCANABA, MICHIGAN 1997 - 1999

News Director

- Reported, produced and anchored local/regional news and community programming.
- Contributor: Michigan Radio Network and The Associated Press (Winner of 13 AP News awards).

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EDUCATION

Northern Michigan University, Marquette, Michigan

College: College of Arts & Sciences

Degree: Bachelor of Science

Major: Theatre & Entertainment Arts. Minor: Speech Communication

HONORS AND AWARDS

- (2) Telly
- (2) Communicator
- (2) Healthcare Advertising
- (6) AdFed (Advertising Federation)
- (2) Michigan Association of Broadcasters
- (13) Michigan Associated Press
- (1) American Legion Community Affairs
- Charming Shoppes Inc. Voices Award

LINKS

Production and Photography: PollyRFlinders.com

Writing Samples: PollyRFlinders.Pressfolios.com

LinkedIn: [Polly R Flinders](http://PollyRFlinders)