

# ASTRID PHILLIPS

[astridica@yahoo.com](mailto:astridica@yahoo.com) 213.842.5970 Los Angeles, CA

If you are viewing this as  
an interactive document:



Marketing MBA and film production MFA (USC) with marketing strategy and content creation experience in entertainment, health, and medical technology industries. Creating online content since 1996, using online analytics since 2006. Experience leading creative production and interfacing with engineering teams, creating integrated brand strategies for digital and print, and applying customer data analytics using Omniture and Atlas AdManager.

## EXPERIENCE

**Menssana Research, Inc.**, Fort Lee, NJ

**09/2010-present**

*Marketing Manager - Strategy*

Work remotely on a per-project basis. Provide market research and branding for a medical device / military R&D company.

- Give recommendations to senior management regarding entrance of new markets, competitor activities, and industry trends
- Supervise trademarking and registration of Menssana properties
- Create and maintain corporate brand standards for company website, promotional materials for doctors and patients, and industrial design of proprietary equipment

**Advanstar Communications Inc.**, Irvine, CA

**Summer 2010**

*Digital Marketing Intern, Automotive*

Specialized in branding and e-media analytics within a global media company for blue-chip advertisers/clients (including Ford, GM, and Volkswagen).

- Optimized process for metrics reporting using Omniture and Atlas AdManager, providing analytics to clients 2x faster than before
- Persuaded senior management of tactics for updating ad sale methods and Lyris deployment, implementing best practices and increasing accuracy of ad-availability- and visibility-reporting
- Created promotional materials for ASE training/recertification product line (366,588 technicians currently ASE certified as of fall 2010)

**Menssana Research, Inc.**, Fort Lee, NJ

**01/2009-09/2009**

*Marketing Project Manager*

Worked remotely. Provided branding, project management, and communications for a medical device / military R&D company. Left to pursue full-time MBA education.

- Raised over \$3,000,000 in 2009 via management of grant funding campaigns, which included a record number of Menssana grant submissions to the National Institutes of Health, Dept. of Defense, and Dept. of Homeland Security
- Coordinated collaborations with vendors, as well as with fifteen universities internationally
- Created and maintained corporate brand standards for company website, promotional materials for doctors and patients, and industrial design of proprietary equipment

**Herbalife International of America**, Torrance, CA

**06/2008-12/2008**

*Assistant Marketing Manager, Global (09/2008-12/2008)*

Worked as a contractor. Managed Creative Services projects from inception to delivery.

- Trafficked production materials accurately and punctually from designers to creative directors, brand managers, and digital asset managers within tight timelines
- Streamlined the submission process of materials through ongoing communication with global associates

## **Herbalife** (continued)

*Brand Consultant, Global (06/2008-09/2008)*

Worked as a contractor. Maintained international brand.

- Evaluated regional creative directors' submissions of promotional material and resolved potential brand conflicts before production
- Supported brand manager in communications to various stakeholders and departments

## **Freelance Cinematographer**, Los Angeles, CA

**01/2002-06/2008**

Worked as a cinematographer (40+ productions) on a per-project basis, providing creative storytelling, visual artistry, and technical knowledge. Supervised camera, electrical, and grip crews, collaborated with production designers and editors, reported to directors and producers, and mediated communications across these functions to create TV pilots, film features/shorts, and electronic press kits (EPKs). Taught ~20 cinematography workshops.

- Controlled departmental spend and consistently came in under budget on all projects
- Planned all camera/lighting logistics concerning equipment, personnel, shot lists, scheduling, and location needs, and consistently finished on time or early while delivering materials to the directors' and producers' satisfaction
- Awarded Outstanding Cinematography at the 48 Hour Film Festival
- Films broadcast on the Syfy channel and mtvU, and exhibited at the SXSW film festival

## **Freelance Brand / Design Consultant**, Los Angeles, CA

**01/1999-06/2008**

Worked as a designer on a per-project basis, providing materials across a variety of media with consistent branding for each client including Menssana Research (see above).

- Created and maintained websites for clients, including original HTML, CSS, and Flash files
- Generated presentation materials for clients in PowerPoint, including original illustrations, graphic design, photography, and copyediting
- Designed and developed print materials in Adobe Photoshop and Illustrator for clients including business cards, product labels/faceplates, promotional postcards, and logo design

## **EDUCATION**

**University of California, Irvine | The Paul Merage School of Business**, Irvine, CA

**06/2011**

*Master of Business Administration, Marketing*

- Faculty Fellowship Award
- Toastmasters: VP Marketing
- Women in Business: VP Communication

**University of Southern California**, Los Angeles, CA

**08/2004**

*Master of Fine Arts, Film Production - Cinematography*

- "Everybody Loves Raymond," Warner Bros.: two-year cinematography mentorship
- "Even Stevens," Disney Channel: camera internship, final season

**University of Michigan**, Ann Arbor, MI

**06/2000**

*Bachelor of Fine Arts, Graphic Design, cum laude (01/1997-06/2000)*

*Bachelor of Arts, Honors, English Literature (08/1995-06/2000)*

- MTV Creative Services: graphic design summer intern
- Nickelodeon Online: web design summer intern
- Editor in chief, Voices Magazine

## **ADDITIONAL INFORMATION**

Member: Society of Camera Operators. The University of Michigan Entertainment Coalition. Women of the Cinematic Arts (University of Southern California).