

691 Bunker Hill Avenue Home: (203) 755-9592
Waterbury, CT 06708 Mobile: (203) 437-1061
www.chrisrinaldicreative.com Email: christopherrinaldi@gmail.com

Christopher Rinaldi

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|--------------------|--|-------------------------------------|---------------|
| Objective | A challenging position in integrated marketing, which will utilize my skills in project management and/or creative writing. | | |
| Experience | 2007-present | Adams & Knight | Avon, CT |
| | Interactive Specialist (2008-present) | | |
| | <ul style="list-style-type: none">• Manage interactive projects, including website development, email marketing and Internet keyword campaigns, for healthcare and financial clients.• Contribute to interactive marketing strategies.• Coordinate interactive workflow, including working with clients and internal production to deliver projects on time, on spec and on budget. | | |
| | Strategic Services (2007-2008) | | |
| | <ul style="list-style-type: none">• Managed traditional and interactive projects for healthcare and financial clients.• Assisted clients with marketing strategies.• Obtained relevant information from clients about marketing objectives, company details, products and services, as well as budget and timeline.• Developed job cost estimates, objective briefs, marketing summaries, project plans, scopes and billing.• Briefed other agency specialists on client requirements to develop campaigns.• Supervised and coordinated the work of the relevant production departments, so that the campaign meets deadlines, budget and objectives.• Contacted with the client throughout the project, addressing problems and assessing opportunities.• Coordinated with outside vendors.• Presented concepts and project work to clients for feedback and approvals. | | |
| | 1998-2007 | The Worx Group | Prospect, CT |
| | Account Manager (2001-present) | | |
| | <ul style="list-style-type: none">• Managed print and web projects for a number of diverse clients in the healthcare, financial, retail, consulting, food service and sports industries. | | |
| | Copywriter (1998-present) | | |
| | <ul style="list-style-type: none">• Conceptualized ideas and wrote copy for advertising in a variety of media including print, radio, television, outdoor and internet applications for local and regional companies, national corporations, retail outlets, non-profit associations.• Edited, proofread, coordinated and assist in layout and production of ads. | | |
| Internships | 1998 | US Tobacco Company | Greenwich, CT |
| | Marketing Coordinator - <i>Heartland USA</i> magazine | | |
| | 1997-1998 | Wellspeak, Dugas & Kane | Cheshire, CT |
| | Marketing Consultant | | |
| | 1996-1997 | Spectrum Financial Strategies, Inc. | Hamden, CT |
| | Marketing Assistant | | |
| Education | 1994-1998 | Quinnipiac University | Hamden, CT |
| | <ul style="list-style-type: none">• BS, Marketing Communications• GPA: 3.2/4.0 Major GPA: 3.5/4.0• Member of American Advertising Federation and Marketing Club | | |