

Client Name

Contact information

Summary of Qualifications

As an innovative leader in Digital Media, I negotiate business development through creative content strategies that resonate with our clients and grow market share, revenues and profitability. Quick to identify trends that affect marketing initiatives, I respond with solutions that adapt to evolving client needs and introduce new revenue opportunities. Utilizing competitive analysis, as well as a thorough understanding of branding, copyright law and digital media operations, I develop products that leverage client and corporate goals.

Selected Accomplishments

- Negotiated key vendor deals with Publicis, RGA & Omnicom that increased Superstock revenue by 10% in 2014 and supported 31% sales growth in 2013
- Supported 11% increase in Corbis' southern European regional sales during my first year
- Produced European content for Getty's collection, increasing regional contribution by 16% and improving product acceptance by 30%
- Founded Imagery Direct from inception, generating recurring revenue within first two years
- Implemented and delivered 25 product launches for well-known industry clients
- Launched campaigns for Corbis at Cannes Lions awards and the CLIOS

Professional Experience

Superstock Jacksonville, FL

2009 – present

General Manager (formerly Creative Director)

- Report directly to the CEO, with US and UK Sales & Marketing teams (direct & channel sales) reporting to me
- Gain intelligence to improve user experience through market research, client feedback, sales team input and product analysis
- Lead product development team to develop high revenue product lines
- Grow business revenue and market share through strategic product branding
- Innovate sales strategy to address segmented client needs via Product Sourcing Plan focused on growth by industry and territory
- Manage digital media operations from earliest stage to launch as an e-commerce site
- Measure sales performance & market demand, as well as social media marketing campaigns by developing product-specific tracking metrics
- Advise and manage copyright usages, clearances and infringement issues

Carolyn Nolte

Imagery Direct Paris, France

2007 – 2009

Founder & Creative Director

- Founded company in response to industry outsourcing trends
- Conducted market research and analysis for niche market and product development
- Set product parameters by conducting business use requirements
- Presented strategy and benefits to clients for project approval
- Recruited and managed production teams to produce quality and timely products
- Strategized creative direction and brand strategy with team
- Managed production costs and budgets to achieve profitability

Corbis, Paris, France

2004 - 2007

Global Director of Creative Imagery & Motion

- Worked with Corbis founder, Bill Gates, to set business strategy
- Managed \$2.7M production budget and international production teams to establish Corbis' creative brand
- Defined creative and business strategy for multiple product lines with a focus on Latin America, Europe and Asian market growth opportunities
- Streamlined European operations systems to meet US production standards
- Represented Corbis in media & PR events

Getty Images, Paris, France

1997 – 2004

Director of Photography

- Managed creative team of 6 to reach regional objectives for enhancing market relevance and sales growth
- Improved regional product quality (increased product acceptance rate 12% to 30%)
- Project-managed specialty edition marketing pieces, art and series catalogues

Software Skills

Microsoft Office, Open Project, Photoshop, html

Language

Business level French

Education

Boston University

BS – Business Administration (Marketing)

Certificate in Project Management