

Stephanie Chokoiski

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PROFESSIONAL EXPERIENCE

Freelance Business Affairs, February 2012 - September 2012, Portland, OR

- Provide production estimates and approve all production and post production fees
- Renegotiate with agents to reinstate released commercials for 2nd 21 month guarantees
- Prepare, negotiate and track licensing and content agreements with an emphasis on rights clearance
- Obtain and negotiate clearance quotes and contract management
- Handle any union claims, audits or reporting requests
- Manage talent buyout agreements and foreign talent contracts
- Work with client to obtain flight scheduling to process talent fees for all spots airing
- Track all active spots to insure talent holding fees are authorized and paid appropriately

Talent & Print Clearance Manager, November 2007 – February 2012 Wieden + Kennedy, Portland, OR

- Work with various departments to review all print creative, licensing, design and copyright issues to absolve agency liability
- Prepared, negotiated and tracked a variety of licensing and content agreements with an emphasis on rights clearance for print related ads by working as a liaison between client, legal and agency
- Managed talent buyout agreements and foreign talent contracts
- Provided client with talent costs for production estimates and T&R forecasting
- Renegotiated with agents to reinstate released commercials for 2nd 21 month guarantees
- Issued talent contracts, session reports and final casts for advertisements. Paid usage and fees in compliance with SAG/AFTRA/ACTRA union guidelines
- Handled any union claims, audits or reporting requests
- Worked with network broadcast standards departments for commercial clearance.

Customer Service Regional Manager, October 2005 – April 2007 Z57 Internet Solutions, Inc., San Diego, CA

- Managed 20+ consultants servicing 7,000+ clients with online and offline marketing strategies
- Consistently met all monthly key performance indicators (Revenue, Retention, Client Satisfaction, and Phone Metrics)
- Coached consultants with product up-selling and website enhancements to enhance client productivity and website function
- Handled escalated customer service issues including email set up, site updates, HTML edits and IT troubleshooting
- Collaborated with other members of management to identify and implement improvements
- Organized weekly education workshops on topics ranging from product knowledge to time management
- Participated in departmental troubleshooting and productivity meetings and focus groups
- Earned the Territory Manager of the Year award in 2006

Account Manager, February 2005 – October 2005 Z57 Internet Solutions, Inc., San Diego, CA

- Managed over 400 Real Estate, Insurance and Mortgage website accounts
- Consulted clients on online and offline marketing strategies resulting in product up-selling to enhance client productivity and website function
- Trained Clients on the use of email marketing programs and website management tools
- Supported client website enhancements and productivity tools including: client relationship databases, site statistics, lead generation systems, landing page design, email and search engine marketing
- Performed customer service duties including email set up, site updates, HTML edits and IT troubleshooting
- Surpassed division records for monthly sales
- Surpassed division records for quarterly sales

Marketing Associate, December 2003 – February 2005 Enviance, Carlsbad, CA

- Managed pay-per-click advertising campaigns by reporting key performance metrics from web analytic software
- Created and managed direct marketing campaigns by creating HTML emails
- Worked with search engine consultants to optimize website rankings
- Coordinated printing of marketing and sales collateral. Maintained customer database (salesforce.com)
- Managed prospect and customer webinars ranging from 10 to 100 attendees
- Coordinated events including client User's Conference, internal meetings and tradeshows

Marketing and New Business Coordinator, July 2000 – October 2003 BIG CATCH, Portland, OR

- Developed and executed company marketing plan and budget
- Cleared and trafficked commercials to stations and networks for television and radio
- Organized music publishing and collected royalty payments from ASCAP and BMI
- Created and maintained database in ACT of potential clientele
- Developed and maintained company website using Dreamweaver
- Coordinated tradeshows and business development trips
- Researched and controlled ad space purchasing

EDUCATION

National University, San Diego, CA, Marketing Studies

REFERENCES AVAILABLE UPON REQUEST