

Brina Bolanz

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Expertise

- Marketing/advertising/PR
- Project & event management
- Archiving & organization
- Teaching & presentations
- Writing/editing/proofreading

Professional Experience

OWNER | RESTORED STORIES, LLC | 2008-CURRENT | WWW.RESTOREDSTORIES.COM

- Market heritage products and services to businesses, organizations and private families
- End-to-end editorial and print production of archival-quality heritage books
- Interviewing, writing, editing, research, proofreading
- Onsite consulting, planning and execution of collection archiving
- Conduct lectures, workshops and trainings to groups of 10-100

PROPERTY MANAGER | SELF-EMPLOYED | 2004-CURRENT

- Manage all aspects of my own and one other residential property
- Previously managed as many as four concurrently

MARKETING CONSULTANT | JANIS MIGLAUS PHOTOGRAPHY | 2003-2004

- Secured and managed multiple photography shows nationwide featuring the artist's "Africa Myths" project, a photographic journey through African cultures
- Worked with travel and other publications to fulfill stock photography needs
- Wrote and edited marketing materials, press releases and other collateral

ACCOUNT EXECUTIVE | WEBER SHANDWICK PUBLIC RELATIONS | 2001-2002

- Managed day-to-day public relations activities for high-tech clients
- Planned and executed product launches, press tours and analyst tours
- Secured media placements in technology, trade and business publications
- Managed multi-client Speaker Program
- Tapped to develop and teach office course on grammar, spelling and punctuation to improve agency writing skills

PUBLIC RELATIONS DIRECTOR/CONTENT DIRECTOR | UTOUR.COM | 1999-2000

As Public Relations Director:

- Developed public relations program for startup internet company
- Responsible for media relations in eight markets (technology, tourism, relocation, hospitality, commercial real estate development, residential real estate, education and sports)
- Developed overall structure and wrote all text for company website
- Developed concepts and copy for all sales marketing collateral
- Spearheaded investor relations program for angel investors

As Content Director:

- Established and supervised Content Department (responsible for UtourCities, an internet-based virtual tour of U.S. cities); managed departmental budget and staff of four
- Developed editorial policy and style guide for company website, UtourCities product, and other deliverables and marketing collateral
- Developed processes and procedures to research, produce and QA the UtourCities product
- Coordinated logistics with Imaging and Sales Departments for multiple, overlapping photo shoots
- Managed and performed research and development of shot lists for staff photographers
- Developed relationships with chambers of commerce, visitor bureaus and other tourism or relocation offices

CONTENT EDITOR | CREATIVEPRO.COM | 1999

- Responsible for setting editorial policy for new graphic design website
- Wrote/edited text for entire site
- Identified and managed freelance writers, including contract negotiation
- Researched and showcased new and best design software/hardware

SENIOR BUYER | AMAZON.COM | 1997-1998

- Responsible for monthly average of 45-50 major publisher/distributor accounts
- Negotiated publisher discounts/fulfillment terms and forecast/tracked inventory needs

EDITOR | AHN GRAPHICS, SEOUL, KOREA | 1996-1997

- Edited copy for in-flight magazines and corporate newsletters
- Wrote and edited English-language business marketing tools and correspondence
- Liaison for English-language writers, photographers and other contributors
- Managed payment and deadline schedules for contributors

VIDEO TRANSCRIPT EDITOR | C & A INDUSTRIAL COMPANION, SEOUL, KOREA | 1996-1997

- Edited narration and subtitles for Korean videos translated into English
- Transcribed English-language videos for translation into Korean

TECHNICAL EDITOR | YONSEI UNIVERSITY, SEOUL, KOREA | 1996-1997

- Edited Master's-level presentation papers for metallurgical engineering graduate students and university professors
- Taught English to university professors

WEBSITE COPYWRITER | TOP BUSINESS CONSULTANTS, SEOUL, KOREA | 1997

- Responsible for text, layout and final editing of company's first English-language website

ADVERTISING EXECUTIVE | SAN DIEGO READER | 1995-1996

- Handled named accounts and developed new accounts
- Increased client revenue by 149 percent and met or exceeded sales goals each quarter
- Responsible for initial ad design/layout/proofing and accounting, contracts

MARKETING ASSOCIATE | IBR & ASSOCIATES | 1992-1993

- Responsible for healthcare marketing accounts
- Wrote and designed brochures, advertisements and mail pieces
- Co-wrote materials for home-study university marketing courses

Education

BACHELOR OF ARTS | SAN DIEGO STATE UNIVERSITY

Major: Journalism/public relations

Minor: Business Management