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KOLE

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BELOPOTOSKY

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OBJECTIVE:

Multimedia specialist seeking collaborative environment in which to contribute decade of leadership, athletics, public relations and content development experience.

EDUCATION:

Miami University, Oxford, Ohio
Bachelor of Arts, Mass Communication
Communication Honors Fraternity, Lambda Pi Eta

EXPERIENCE

OREGON STATE UNIVERSITY, ATHLETICS DEPARTMENT: ASSISTANT CREATIVE DIRECTOR (2017-PRESENT)

Oversees the in-venue digital experience and atmosphere through video board content and audience engagement. Strategizes to ensure brand continuity for sponsors, the athletics department, venue and event. Teaches and guides the creative direction of junior staff while fostering professional development.

GATEHOUSE MEDIA: MARKETING MANAGER (2016-2017)

Managed marketing team and oversaw large concurrent projects. Responsibilities included team building, project management, event coordination and digital campaigns. Facilitated the sponsorship of local events and nonprofit organizations to promote community development. Implemented new workflows to increase department efficiency by streamlining content calendars and file structures with new project management resources.

FREELANCE: CONTENT CREATOR (2012-2016)

Facilitated projects from concept to production. Joined forces with clients and content creators alike, to build consumer trust through research, branding and smart design. Supervised strict budgets and deadlines by staying efficiency-minded and cost/profit conscious.

EDELMAN: MOTION GRAPHIC DESIGNER (2007-2012)

Collaborated with clients and account teams to create experiential campaigns. Focused on the production of videos, new business pitch presentations, storyboarding and internal communications. Specialized in motion graphic design. Partnered closely with leadership teams to build content from the ground up.

FLIPBOX PRODUCTIONS: PRODUCTION ASSISTANT (2006-2007)

TV HAMILTON: INTERN (2004-2005)

SKILL SET

CREATIVE DIRECTION:

Coordinates Third Party/External Departments, Provides Status Updates/Client Services, Creative Mentor to Junior Staff, Maintains Consistency through Strategy, Manages Strict Content Calendar, Schedules and Tracks Resources, Prioritizes Projects, Maintains Strong Belief in Implementing Processes and Workflows to Increase Efficiency

DESIGN:

Adobe Creative Suite, Cinema 4D, Motion Graphic Design, Graphic Design, Video Editing, Template Creation, Image Manipulation, Character Rigging, Expressions, Green Screen Keying, Motion Tracking, Color Correction, Video Manipulation/Compositing, Presentations, gif Creation, Art Direction, Storytelling, Copywriting

AWARDS

Communicator Award, Gold 2014
Telly Award, Bronze 2014
Telly Award, Silver, Bronze 2012
Telly Award, Gold 2011
Astrid Award, Silver 2011
PRWeek, Large Agency of the Year 2011
Ad Age, Agency "A-List" 2010
Ad Age, Agency "A-List" 2009
Ad Age, PR Agency of the Decade
Adweek, PR Agency of the Year 2009
PR Week, Campaign of the Year 2009

CLIENTS

ALDI, Allstate, American Egg Board, American Heart Association, Autodesk, AXE, Best Buy, BlackBerry, Bunge, Business Round Table, Burger King, Chevrolet, Chicago Public Schools, Coleman, Comcast, eBay, Edelman, Fuel Up to Play 60, Hilton, HP, Humana, Illinois Bureau of Tourism, Illinois Holocaust Museum, Kellogg's, Ki Edit + Design, Microsoft (XBOX), Optimizer Pharmaceuticals, Oregon State Athletics Department, PayPal, Pfizer, Princeton Athletics Department, Rusty Dog Films, SC Johnson (Glade, Pledge, Off!), Spring Creative, Starbucks, Trojan, Unilever (Dove), Wal-Mart, Weber Shandwick