

Sharon Collins

SHARON HOPE COLLINS

Professional experience

references available upon request

1993 - PRESENT

PRESIDENT/OWNER

SECONDSITESTUDIO
Fort Lauderdale, Florida

Design/marketing studio dedicated to developing strong marketing strategies supported by targeted creative materials. I meet with all clients, laying the project groundwork, determining goals and objectives and directing the creative process. I run the day-to-day operations of the company, determining budgets and motivating and managing employees. **Clients:** Alamo Rent-A-Car, American Express, Broward Center for the Performing Arts, Certified Tours, Delta Vacations, Museum of Art.

1997

ADJUNCT PROFESSOR

FLORIDA INTERNATIONAL UNIVERSITY
SCHOOL OF JOURNALISM
North Miami, Florida

Copywriting and professional portfolio preparation (three classes total) taught to junior and senior students. Experience included lecturing and hands-on tutoring in graphic programs to enable students to produce job-worthy design and conceptual projects. As part of the learning process I brought the classroom into my office, giving real-world examples of problems and solutions, and introducing the latest graphic and multimedia techniques.

1991 - 1993

SENIOR DESIGNER

SHEARSON LEHMAN BROTHERS, INC.
New York, New York

Upper-level position developing and designing corporate communications. Worked with project and portfolio managers to define project scope and goals. Required a clear understanding of management and repurposing of corporate assets and the cost of customer acquisition. Knowledge of branding landed me the assignment to create and standardize all non-product area communications. Determined/maintained project time-lines and budgets. Managed work teams.

1987 - 1991

CREATIVE DIRECTOR

LOREN 2, INC.
New York, New York

Ad agency with a corporate and entertainment client base. With a background in both areas, I managed internal corporate communications and promotional materials to the consumer. Interfaced with creative/production teams and wrote and designed all client presentations. **Clients:** Citibank, Coopers & Lybrand, LBS Communications, Manhattan Savings Bank, Shearson Lehman Brothers, Time Warner.

1990

MASTER OF ARTS
HISTORY AND CRITICISM OF ART
Florida State University Tallahassee, Florida

1980

BACHELOR OF FINE ARTS
VISUAL ARTS
Florida State University Tallahassee, Florida

education and skills

MANAGEMENT & INFORMATION

Identify, build and manage successful creative/production teams.

Create and translate content across multiple media to support a brand.

Communicate clear, powerful concepts verbally and visually.

COMPUTER

Quark, Illustrator, Freehand, Photoshop, Image Ready, GoLive Cyberstudio, After Effects, Premiere, Dimensions, SmartSounds.

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