

CHRISTINA MORITZ

330.933.0155 | MAIL@CHRISTINAMORITZ.COM | CHICAGO

{experience}

CHICAGO WOLVES HOCKEY TEAM

JUNE 2008 TO PRESENT

Glenview, Illinois | AHL Affiliate of the Vancouver Canucks

CREATIVE SERVICES MANAGER

OCTOBER 2010 TO PRESENT

- › Coordinated, managed, and met production deadlines for nearly 1,400 projects each season
- › Managed and hired a four person in-house creative staff
- › Eliminated the need for a creative agency and brought all creative in-house
 - » Advertising creative included: LED digital and traditional outdoor billboards on three networks, bus tails, and print
- › Worked with media buying agencies to produce and manage art scheduling
- › Participated in weekly directors' meetings and contributed to team advertising and marketing decisions alongside the president
- › Launched and oversaw all Wolves social media platforms since 2008
 - » Contributed to the growth in followers on Twitter by 42% and Facebook by 27% during the 2011-12 season.
 - » Strategized and maintained integrated fan engagement between social media, website, and e-newsletter touch points
 - » Pioneered in-game "Twitter Deck," social media with one-on-one, in-person interaction with fans and live streaming information
- › Managed branding standards to ensure consistency in visual identity and communication across all platforms with marketing campaigns
- › Conceptualized, strategized, and oversaw the creative development of seasonal integrated marketing campaigns
- › Directed art and production from concept to completion for multiple media platforms
- › Responsible for all aspects of photo shoots
 - » Coordinated set locations and itineraries
 - » Assisted and directed photographer and professional athletes on-site
- › Provided analysis on ChicagoWolves.com through Google Analytics and optimized the website accordingly based on user navigation and traffic
 - » Further strategized content development with SEO strategies such as page titles, metadata, and keywording for search engines and Google AdWords quality scores
- › Conducted surveys to improve digital content deliverables to the fan experience and contributed to modified approaches in season ticket sales
- › Worked with corporate sponsorship team to provide a seamless partnership in activation elements with the Wolves brand and gameday experience

GRAPHIC DESIGNER

JUNE 2008 TO OCTOBER 2010

- › Developed, created, and advanced the Breakaway Gameday Magazine from its inception in 2009
 - » Over the course of three seasons, 45 different gameday magazines were produced featuring more than 60 players
- › From concept to implementation, produced marketing collateral, operational forms, corporate invitations, monthly community campaigns, seasonal sponsorship sales deck and recap proposals, signage and in-arena LED graphics
- › Designed 8 specialty jerseys for cause-related fundraising initiatives
- › Created in-arena videowall and matrix LED graphics {200+ per season}

{education}

MARIETTA COLLEGE

AUGUST 2004 TO MAY 2008

Marietta, Ohio

BFA in Graphic Design

Concentration in Advertising and Public Relations with a liberal arts background. Cumulative GPA: 3.9, Summa Cum Laude

{skills}

ADOBE CREATIVE SUITE CS3-5

{InDesign, Illustrator, Photoshop, Bridge, Acrobat, Lightroom, Flash}

Fetch

QuarkXPress

Pagemaker

Microsoft Word, Powerpoint

Some HTML/CSS experience

SOCIAL NETWORKING PLATFORMS

{Facebook, Twitter, Foursquare, Hootsuite, YouTube, LinkedIn}

Dark room line art and photo development
Prepress and plate making
Single and two-color press
{AB Dick 9840 and Ryobi 3220}
Binding and finishing

{recognition}

Marietta College Juried Alumni Art Show
October 2011

College Sports Information Directors of America (CoSIDA) Logo Re-design
May 2009 with Marietta College

CoSIDA Best Division C:
Volleyball Media Guide Cover
2008

West Virginia Flash Animation Festival
Runner-up
2007

{view} PORTFOLIO

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/MORITZDESIGN



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- › Designed Wolves apparel and novelty items for sale and created team promotional giveaway items
- › Produced website mock-ups and graphics and branded social media accounts
- › Redesigned team stationery with realignment of the NHL affiliation with the Vancouver Canucks

GAMEDAY RESPONSIBILITIES

76-80 GAMES PER REGULAR-SEASON WITH ADDITIONAL POSTSEASONS

- › Coordinated staffing to fulfill departmental web responsibilities and fan engagement roles
- › Spearheaded fan engagement outreach efforts via social media to encourage fan participation, generate interest, and gain followers
- › Accountable for gathering e-newsletter subscriptions to generate sales leads
- › Provided photographic direction and coordinated coverage for game play, special event and ceremony documentation, sponsorship fulfillment, and promotional imagery for marketing purposes
- › Hosted in-game, live Twitter updates and contests, while updating website content including: ticket sales information, postgame stories, photos, highlights, email blasts, and the mobile App during home and away games

FREELANCE DESIGNER & CONSULTANT

DECEMBER 2007 TO PRESENT

- › Consulted for small business brand development and created visual identities for individuals, non-profits, and businesses
- › Designed and developed integrated promotional print and digital collateral
- › From concept to print production, designed and oversaw the creation of event invitations and supplemental materials, large-format signage, promotional brochures, album art, and apparel
- › Developed content and designed websites
- › Strategized marketing collateral, web design, and social engagement for businesses to reach predefined goals
 - » Designed collateral for PR initiatives with other agencies for Paper Mate and EXPO® Washable Markers
 - » Designed restaurant souvenir T-Shirts for U.S. Hockey Hall of Famer Chris Chelios and his restaurant franchise, Cheli's Chili in Detroit
 - » Served as project manager for Wayne Messmer, renowned National Anthem singer, and provided consultation in social fan engagement, designed WayneMessmer.com and promotional materials
 - » Assisted in CrossFit marketing support for four affiliations in apparel design, marketing materials, and identity development
 - » Researched and created the Advantage Strength & Conditioning identity system in conjunction with former NHL Atlanta Thrashers draft pick Brian Sipotz

GRAPHIC DESIGNER

AUGUST 2006 TO AUGUST 2008

Marietta, Ohio | Marietta College Office of College Relations

- › Designed 700 projects annually in tangent with the College art director including: media guides and promotional materials across 16 sports, posters and brochures for current student life initiatives and Greek life, academic discipline communications informing or encouraging current student involvement, alumni and current student newsletter communications, alumni publications, and promotional materials for Marietta admissions

{community outreach}

BINGO WITH SENIOR CITIZENS

with Chicago Cares
Chicago, 2012

THE PROP EVENT SUPPORT

Promotional designer
Chicago, 2012

SOUP KITCHEN VOLUNTEER

with Chicago Wolves
Chicago, monthly May-August 2010, 2011

HABITAT FOR HUMANITY

with Chicago Wolves
Carol Stream, Illinois 2011

FACING FORWARD TO END HOMELESSNESS 3H SOCIAL EVENTS

Promotional designer and event volunteer
Chicago, 2010 and 2011

GRAND CROSSING PLAYGROUND BUILD

with Chicago Wolves
Chicago, August 2010

{speaking engagements}

CHICAGO WOLVES CAREER FAIR

for Marietta College students and faculty
Chicago, February 2012

ROBERT MORRIS UNIVERSITY

for graphic design and photography classes and faculty
Chicago, December 2010

CREATE. INNOVATE. REPEAT.

for the Institute For Arts Entrepreneurship™ to artists and entrepreneurs at ING Direct
Chicago, August 2010

{view} PORTFOLIO
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  /MORITZDESIGN

