

# Renée Christine Virtual Assistant

ReneeChristineVA@gmail.com

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*Accomplished project manager with a proven track record of managing cross-functional teams and delivering impactful programs for clients. Recognized by agency and clients for commitment to maintaining a high level of excellence and the ability to get the job done.*

- Project Management
- Contract Management
- Content Development
- Content Strategy
- Digital Marketing
- Social Media Marketing
- Process Development
- Marketing Strategy
- Process Documentation
- Client Relations
- Budget Development & Oversight
- Agency / Vendor Management

*Industries: Consumer Package Goods (CPG), Financial, Alcohol, Tobacco, Over the Counter (OTC) Pharmaceuticals, Toy, Retail and Consumer Technology.*

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## **Freelance, New York, NY**

(2017 – Present)

- Collaborated with management consultant to enhance client's contract-related processes and increase operational efficiency. Developed and documented a comprehensive contract review and renewal processes to clearly define roles and responsibilities and introduce clarity and efficiency to the contracts workflow. Researched and evaluated suitability of contract management solutions to meet client's needs.
- Crafted a comprehensive marketing strategy for a start-up client and spearheaded the creation of brand values, tone and personality. Oversaw all aspects of social media management, partnering with internal creative teams and external vendors.
- Generated social media content strategy and editorial calendar for various clients, including producing a content matrix, key word strategy and drafting post copy.
- Developed content strategy and social media marketing plan for a local retailer including content matrix, topic areas and mapping an editorial calendar. Managed social media content creation and publishing for local activities and events, while maintaining cohesiveness with retailer's national content.

## **BlockQuake Holdings, LLC., New York, NY**

**Advisor** (2019 – Present)

BlockQuake is a fintech company which is developing a digital asset / cryptocurrency trading platform.

- Provide input and advice on various areas of the business.
- Develop marketing strategy, identify customer personas, map a marketing plan for the platform launch, create email campaigns and provide copywriting for website and marketing initiatives.
- Conceptualize novice cryptocurrency trader buy/sell UX and flow in collaboration with internal teams and technical vendors to provide an intuitive online experience.
- Work with technology vendor to map the registration flow for both individual and corporate accounts in alignment with Know Your Customer (KYC) standards and develop registration copy for each step in the user experience. Provide programming notes, accomplish user experience (UX) testing and submit feedback for remediation.

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## **D.L. BLAIR, INC.**, Westbury, NY

**Management Supervisor** (May 2003 – September 2016)

**Account Manager** (May 1997 – May 2003)

D.L. Blair, Inc. was a full-service sales promotion agency which specialized in sweepstakes, instant win games and contests. The company ceased business in September 2016.

**Clients:** Procter & Gamble, Altria Group (Philip Morris USA and U.S. Smokeless Tobacco Company), Jack Morton Worldwide, LEGO, Coca-Cola North America, Coca-Cola Worldwide and Canon USA.

- Provided promotional strategy and tactical recommendations to clients based on brand goals and marketing objectives.
- Managed client relationships for key accounts:
  - Managed the P&G account for over 5 years and worked on the account for a total of 10 years.
  - Led the Jack Morton Worldwide account for 8 years, resulting in a preferred supplier designation.
  - Headed the Coca-Cola Worldwide account for over 5 years, consulting with various country offices.
- Collaborated with client, cross functional and interagency teams to ensure successful program development and implementation. Managed project scope as well as internal and external teams.
- Responded to requests for proposals (RFPs), defined program deliverables and developed project timelines and scopes of work (SOW). Developed and managed program budgets of up to \$750K. Prepared and presented quarterly business reviews to clients and agency management.

## **HIGHWAY ONE COMMUNICATIONS**, San Francisco, CA

**Account Executive** (June 1995 – May 1997)

**Assistant Account Executive** (September 1993 – May 1995)

Highway One Communications was formed from a merger of agencies Pacific Marketing Group in San Francisco and DMB&B in Los Angeles.

**Clients:** Coca-Cola USA, California Milk Advisory Board, Nintendo, Panasonic/3DO, Apple, Canon Computer Systems, American Girl Dolls and Baskin-Robbins.

- Served as lead agency contact for assigned clients and managed those relationships.
- Oversaw development and production of marketing materials for national, regional and trade programs. Identified, negotiated and secured tie-in partnerships.
- Developed and delivered concept presentations, participated in creative review and provided comprehensive feedback to creative teams.
- Selected by management to work onsite in Atlanta, Georgia for Coca-Cola USA as Project Manager for a new technological innovation. Managed two outside agencies and interfaced with packaging technical department, legal, advertising and the Coca-Cola classic senior brand team.

## **University of Colorado Boulder - Leeds School of Business**

B.S., Business Administration; Emphasis in Marketing and International Business

- Teaching Assistant - Profiles in American Enterprise
- AIESEC Internship - Taipei, Taiwan

## **New York University – School of Professional Studies**

- Digital Marketing Diploma Program