

CHRISTINE TRINH

514-264-6690 | 6500 Decarie Blvd apt 507, Montreal, QC, H4M2W2 | iamchristinetrinh@gmail.com

Leverages expertise in event coordinating, production, marketing, public relations, and communications to offer a unique perspective and enhance the growth of a business. My objective as a **creative director/branding consultant** is to enhance and bring to life the vision of others, and strategically brand individuals and artists as their true essence.

Key Skills

Strong Interpersonal & Communication Skills | Solution & Goal Oriented | Ability to thrive in a fast paced environment
Poised under pressure | Exceptional ability to work within a team | Quick learner | Creative Campaign Development & Strategic Planning | Proficient in Social Media Networking | Multi-Tasking

Select Career Highlights

- Founded & Coordinated fundraiser events that attracted 200+ Audience & Major Press coverage
- Social Media Outreach of non-profit organization; 1000+ likes & 2000 views for youtube promotional video
- Earned multiple letters of recommendation & received quotes; *“Christine is a dedicated young woman, she has proven to be a take-charge person who is able to successfully develop plans and implement them.”*
“She is a strong person who leads by example and I would strongly recommend her as a valuable asset to your organization.”

Professional Overview

Self-employed Branding Consultant & Creative Director for Artists & Entrepreneurs 2016-present

- Creative branding for artists & Entrepreneurs
- Selection and creative direction for photoshoot, footage to strategically market individuals as their essence
- Website concept layout, style, design, and template
- Slogan and or business card creation according to the vision of the artist/entrepreneur
- Demo reel scene / monologue (written & or selected to brand the artist as their essence)
- Strategic planning according to goals and objectives of the individual
- Promote the artist or entrepreneur by a promo video/commercial

Self-Employed Independent Producer & Actress 2013-present

- Created my own website; logo, business cards, self branding
- Produced and co-directed demo reels, music videos, web commercials, and short films, promotional videos
- Assisted in story board creation, planning shot sequences, editing and post-production
- Scheduled shooting dates, production meetings, rental of props & costumes, scouting & booking locations
- Hiring crew, casting talent, negotiating contract fees, and managing travel arrangements & craft
- Lead & principal actress in short films, commercials, music videos
- Prioritize and organize workload to meet strict deadlines
- Establish and maintain strong working relationships with management and staff

- Story board and concept building to convey an intended message
- Provide administrative support during production
- Financial overview & expenses

DANCE YOUR HEART OUT NON-PROFIT ORGANIZATION

2011-2013

In collaboration with Montreal Heart Institute | Heart and Stroke Foundation

Founder, PR, Head Coordinator & Creative Director

- Implementing Strategic plans, Project Objectives & Deadlines
- PR tasks; Managed volunteers, talent booking, marketing via social media & print
- Development of creative campaigns, branding, and sponsorship packages
- Assisting in the process of web development, filming, and editing
- Scheduling production meetings, talent rehearsals, and media interviews
- Handling production and conception of marketing materials
- Public speaking at event and during press interviews
- Negotiating contracts with sponsors, venues and talent
- Conducting Extensive Research, Outreach Strategies

Women Aware – non profit organization

2011

MARKETING SPECIALIST & ASSISTANT PRODUCER

- Public speaking within an audience of 200+
- Event planning; assist in organization and creative input
- Event Marketing: distribution of flyers, social media networking, and ticket sales

EDUCATION

The Lee Strasberg Theatre & Film Institute Los Angeles, California

Major: Marketing John Molson School of Business, Concordia University, Montreal

Technical skills:

Proficient in Microsoft office, Mac & Windows Literate, Knowledge in Basic editing & Data entry software(s) (i.e., Imovie, MovieMaker)