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Christopher Rinaldi

- Objective** A challenging position in interactive marketing, which will utilize my skills in project management and/or content writing.
- Experience**
- 2007-present Adams & Knight Avon, CT
- Interactive Producer** (2011-present)
- Lead online initiatives through project kickoff and planning, design and development, quality assurance, implementation and support.
 - Provide ongoing market intelligence in the interactive advertising space.
 - Collect, prepare and distribute digital media assets to select media channels.
- Interactive Specialist** (2008-2010)
- Managed interactive projects, including website development, email marketing and Internet keyword campaigns, for healthcare and financial clients.
 - Contributed to interactive marketing strategies.
 - Coordinated interactive workflow, including working with clients and internal production to deliver projects on time, on spec and on budget.
- Strategic Services** (2007-2008)
- Obtained relevant information from clients about marketing objectives, company details, products and services, as well as budget and timeline.
 - Briefed other agency specialists on client requirements to develop campaigns.
 - Developed estimated job costs, objective briefs, marketing summaries, project plans, scopes and billing.
- 1998-2007 Worx Branding & Advertising Prospect, CT
- Account Manager** (2001-2007)
- Managed print and web projects for a number of diverse clients in the healthcare, financial, retail, consulting, food service and sports industries.
- Copywriter** (1998-2007)
- Conceptualized ideas and wrote copy for advertising in a variety of media including print, radio, television, outdoor and internet applications for local and regional companies, national corporations, retail outlets, non-profit associations.
 - Edited, proofread, coordinated and assisted in layout and production of ads.
- Internships**
- 1998 US Tobacco Company Greenwich, CT
Marketing Coordinator - *Heartland USA* magazine
- 1997-1998 Wellspeak, Dugas & Kane Cheshire, CT
Marketing Consultant
- 1996-1997 Spectrum Financial Strategies, Inc. Hamden, CT
Marketing Assistant
- Education**
- 1994-1998 Quinnipiac University Hamden, CT
- BS, Marketing Communications
 - GPA: 3.2/4.0 Major GPA: 3.5/4.0
 - Member of American Advertising Federation and Marketing Club