

Alison Rose Bailey

2915 Ulysses Street, N.E.
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612.247.3593

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www.alisonrosebailey.com

Work Experience:

Creative Services Coordinator

KMSP FOX 9 / WFTC My29

Eden Prairie, Minnesota

2007 to present

- Research audiences and build media plans based on how best to influence viewing habits.
- Log promo spots for over 25 programs on two stations including FOX 9 News, American Idol and a multitude of syndicated programming – based on station initiatives, revenue and ratings strategy.
- Generate media usage reports to ensure promotion strategies match media budget.
- Create production requests, coordinate voice overs and track projects from editing to air.
- Manage promo inventory - create, rotate and purge spots as needed and follow up with log discrepancies.
- Work extensively to understand the effects and results of changes in television viewership due to the DTV transition, DVR's and TV on the web.
- Help coordinate station-wide web efforts including FOX Preps, Weekend Buzz, Fantasy Victory and myfox9.com.
- Work closely with outside media companies including Clear Channel Outdoor & Radio and Comcast Spotlight to ensure traffic and billing are coordinated smoothly.
- Established social media best practices for both stations and developed long term goals for advancing station technology.
- Produce large-scale events including the FOX 9 booth at the Minnesota State Fair.
- Work with the sales department to develop added-value marketing plans for station partners – including contesting, community events, and games – via texting, online and on-air.

Project Manager

dress code (Design Studio)

New York, New York

2005-2007

- Helped transition a small design partnership into a successful studio over the course of two years.
- Set up office functionality from scratch – including databases, list serves, & health insurance.
- Coordinated print, interactive and broadcast campaigns for clients including MTV and Comedy Central.
- Organized and maintained project budgets and tight deadlines.
- Researched publishers and worked on the manuscript, *Never Sleep* (published April 1, 2009.)
- Prepared and submitted award submissions (the studio has been recognized by I.D., BDA, Communication Arts, PRINT, Gaphis, Metropolis, the Type Directors Club, The Art Directors Club, CMYK, HOW, Adobe, STEP Field Guide to Emerging Design Talent, and Young Guns.)

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Work Experience *(continued)*:

Studio Manager

Vehicle SF (Advertising Agency)

San Francisco, California

2003-2005

- Acted as first point of contact for clients such as Nike, Reebok, and Puma.
- Maintained company time sheets and balanced hours spent against project estimates.
- Organized payables and receivables and produced invoices and change orders.
- Oversaw policies relating to Human Resources including health insurance, paid time off and investment plans.
- Managed all building and office facilities.
- Coordinated the company move into a 5000 sq ft building.

Education:

California College of the Arts, San Francisco, California

B.F.A. with Honors, Photography

May 2003

Training:

Recently trained nation-wide FOX 9 Creative Services Staff to pull and manage media schedules more efficiently.

Member of FOX 9 Web Team and FOX 9 Social Media Team.

Routinely attend training sessions on FOX 9's CMS.

Accolades:

FOX 9 Employee of the Month, March 2008

Commencement Speaker, California College of the Arts, 2003

Other Information:

Proficient in Spanish.

Advanced knowledge of Microsoft Office and the Adobe Creative Suite.

Abilities in Avid and Final Cut Pro.

Experience in HTML, CSS and Wordpress.