

# Christine Powell

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## OBJECTIVE

To contribute my creativity and business acumen to ensure measurable results are delivered through innovative, well-executed, on-time, and in-budget projects.

## EXPERIENCE

**Oasis Technology Partners**, Boston, MA  
*Account Management Coordinator*

June 2008 to December 2008

### Account Management Leadership Roles

- Led a variety of projects that involved developing budgets and timelines and allocating resources to ensure the projects and milestones were completed to the client's satisfaction
- Managed a rigorous quality assurance process before delivering updates to clients
- Collaborated with the development team to verify the client's requests were accurately interpreted

#### *Massachusetts Cultural Council:*

- Organized the code conversion of the website to allow for a more secure and functional website
- Provided regular communication to client on progress and handled client change requests

#### *Mt. Washington Bank:*

- Updated monthly press releases, banner ads, and event flyers on the website
- Developed creative and implementation suggestions on homepage content organization

#### *The Pohly Company/Eons Boom:*

- Led the implementation of webpage development for Eons Boom's media site as a third party vendor to The Pohly Company
- Balanced change requests from both Pohly and Eons Boom and maintained stringent deadlines
- Drove additional business as a result of the success of this project including the redesign of the Pohly web site and a banner ad campaign for Eons Boom

### Creative Conception Projects

- Brainstormed on projects with a focus on creative redesign of brand images and messaging

#### *Liberty National Golf Course:*

- Determined the ultimate purpose and objectives of the site and tailored to the site's functionality
- Contributed to the creative design palate to resonate the brand essence

#### *S&P 500.com:*

- Presented creative ideas to re-establish S&P 500.com in a dominant position in the financial intelligence market
- Collaborated with the development team to re-organize the Information Architecture for increased usability and transparency
- Collaborated with the design team to develop a new creative aesthetic to the website while adhering to brand guidelines

### Content Management System Implementation

- Used Sitecore Content Management System to help implement websites for clients that enabled easier website management and provided more control than a code-based website
- Expedited the development process by personally completing technical tasks in order to provide faster content population which resulted in early deliveries on project milestones
- Leveraged the Sitecore CMS to implement SEO tags and meta-tag data for websites to provide clients better analytics and measurable search results

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## EXPERIENCE, Continued

### Business Development Endeavors

- Worked with the sales team on drafting, proofing and submitting business winning documents for new project opportunity Request for Proposals
- Collaborated with the design team to help build a portfolio of Oasis' projects to use as sales collateral
- Turned successful projects into new business by delivering quality projects to clients on time and on budget

### AMP Agency, Boston, MA

October 2007 to April 2008

#### *Account Management Marketing Intern*

- Organized successful promotional events at colleges for Clinique's Three Step Skin Care line
- Reserved locations for US Cellular's "Express Your Cell" event at hot spots on the national tour route
- Brainstormed in sessions on creative promotions for ARAMARK, US Cellular, Champion, Lifestyles Condoms and First Marblehead campaigns
- Researched dining plans at college campuses for an ongoing ARAMARK "Involved. Evolving." campaign
- Developed a monthly newsletter to keep ARAMARK up-to date with promotional events geared toward student advocacy on campuses nationwide as well as to keep an eye on competitors
- Created promotional ideas for ARAMARK's "Involved. Evolving." campaign for student advocacy programs for the internship coordinator which were then presented to the client

### Boston.com, Boston, MA

February 2007 to May 2007

#### *Marketing Intern*

- Compiled opened-ended survey questions into coded data and analyzed results to help improve website customer satisfaction
- Organized and managed homepage promotion and distributed prizes to winners
- Researched competitor sites to develop and implement a new local search campaign

## PROFESSIONAL DEVELOPMENT

- *Attendee* - Online Marketing Summit February 2009 Conference
- *Member* - Austin Interactive Marketing Association

## SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher, Access, Project)
- Sitecore Content Management System
- SPSS, NPS Survey Coding

## EDUCATION

### Boston University School of Management; Boston, MA

May 2008

Bachelor of Science in Business Administration

*Dual Concentration in Marketing and Entrepreneurship*

## COLLEGIATE ACTIVITIES

- *Class Officer of Marketing* - Boston University School of Management Student Government
- *President's Host* - Boston University
- *Captain and Open Rider* - Boston University Equestrian Team