

Carlynd Kuhlmann
1425 Centinela Avenue #3
Santa Monica, CA 90404-2654

310.200.1866
email@CarlyndKuhlmann.com
www.CarlyndKuhlmann.com

Nederlander / Center Stage Advertising - Los Angeles, CA
Senior Creative Director

Aug 1994 to Present

Main responsibilities include managing art and work projects interdepartmentally. Assign incoming projects to designers based on their skill level and workload, oversee progress and ensure that timelines are met, gain approval for the project internally and externally. Also work on smaller design projects with a wide ranging scope.

- Successfully managed 600+ projects year-to-date.
- Oversaw advertising for an average of 50+ multi-night shows year-over-year.
- Planned and implemented online advertising campaigns for over 250 shows.
- Direct and manage graphic design team including the production of web assets, print ads, collateral and direct marketing materials, and various signage.
- Prepared performance reporting using digital analytics to optimize strategies and measure effectiveness of online campaigns.
- Helped spearhead overall advertising management including budgets, print ads, and posters/fliers for Nederlander presentations at Crypto.com Arena, Honda Center, The Forum, Pantages Theatre, Dolby Theatre, Greek Theatre, Pacific Amphitheatre, San Diego Civic Theatre, San Jose Center for the Performing Arts, UCLA's Royce Hall, Wilshire Theatre, and Henry Fonda Theatre.
- Created and managed GoogleAds accounts from the Google My Client Center (MCC) and GoogleAds Editor.
- Wrote copy for text ads and paid social units, developed keywords and phrases for search.
- Directed paid social campaigns with Ticketmaster's Marketing Solutions.
- Coordinated the manufacture, logistics and installation of promotional signage and collateral.
- Sourced and placed media buys for programmatic online display, out-of-home, in-cinema and print.
- Managed relationships and agreements with key agencies and vendors, as well as work alongside performer/show reps and internal departments to ensure media needs are fulfilled.
- Created and developed promotional opportunities with outside partners like radio, TV, digital, print, etc.
- Experienced in the integrated planning of social media, partnerships, promotions, loyalty programs, sponsorships, direct marketing and guerilla marketing.

APPLICATIONS

- Mac platform InDesign, Photoshop, Illustrator, Acrobat Professional
- MS Office: Excel, Word & PowerPoint

EDUCATION

Bachelor of Arts in Psychology, California State University, San Bernardino
Currently taking classes at Los Angeles City College studying Korean Language