

RESUMÉ

Kenneth A. Hintz

P.O. Box 6553 Ketchikan, AK 99901

Phone: (907) 225-5226 Cell: (907) 254-2403 E-mail: kh@kenhintz.com

Work: (907) 228-8300 x7358 E-mail: khintz@peacehealth.org

Web sites: www.kenhintz.com (portfolio,) www.antiqueangler.com

CAREER OBJECTIVE

A full-time position that challenges my creative and management experience and abilities.

EXPERIENCE

Regional hospital Marketing & Communications Manager. College Marketing Manager. Advertising and design agency owner. Creative director, art director, copywriter. Concept development, graphic design, production, writing, speaking and presentation skills. Studio manager, project scheduling, event coordination, budget and project management. Hired and managed full time and freelance employees. Problem-solving.

ACCOMPLISHMENTS

Designed and produced identity marketing, radio, events, print advertising and collateral materials that increased brand awareness and attendance for Mat-Su College UAA in Palmer, Alaska.

Organized, coordinated, and promoted benefit auction that raised more than \$65,000 in four months at two locations, in Seattle, Washington and Vancouver, B.C., for injured artist.

Designed and produced award-winning print advertising campaigns and collateral materials that increased viewership and revenues for ABC affiliate KOMO TV-4 Seattle, Washington over eight year period.

Designed point-of-sale, special promotions and collateral materials for SeaFirst Bank in Seattle, Washington that successfully re-branded local branches to regional bank brand identity.

WORK HISTORY

MARKETING & COMMUNICATIONS MANAGER, Ketchikan General Hospital/PeaceHealth. Built new marketing program. Designed strategy and tactics. Administered budget. Designed effective print and media campaigns. Wrote and produced publications, radio ads and news releases. Coordinated events. Established strategic relationships with local business. Shot and edited high definition video and digital photography. Represented organization at PeaceHealth system level.

MARKETING MANAGER, Mat-Su College University of Alaska Anchorage. Built new marketing program. Wrote marketing plan. Administered budget. Managed an employee. Designed effective print and media campaigns. Wrote radio ads and news releases. Coordinated events. Designed research. Established strategic relationships with local business. Shot high definition video and digital photography. Helped to increase attendance.

EVENTS COORDINATOR, University of Alaska Fairbanks. Designed and coordinated university functions including two major building naming ceremonies, new building ground breaking, graduation ceremony for 1500 graduates, and Chancellor's events. Designed and produced signage, publications and shot photography.

PRINCIPAL/CREATIVE DIRECTOR, Ken Hintz & Friends Advertising & Creative Services. Art direction, copywriting, branding, graphic design, promotions, event marketing, project and budget management, Web design and hosting, photography, consumer and business-to-business marketing, media buying, fund raising, trade shows, location scouting, photo-shoot art direction. CLIENT LIST: KOMO TV-4, Aldus, Microsoft, SeaFirst Bank, U.S. Department of Labor, Governor Dixy Lee Ray, Washington Software Association, and FOX Network television affiliates (Seattle, Spokane, Yakima.) KYES TV-5, Touch N' Go Systems, Alaska Broadcasting Association, Midnight Sun Rod Company, Virtual AdVentures, KCPQ TV-13. Designer/co-developer for computer CD-ROM experience: "*Great Rivers of the West*," a ground-breaking interactive fly fishing adventure.

WORK HISTORY

GRAPHICS SPECIALIST, City of Albany, OR. Manage Graphic Services department. Design and produce print materials including quarterly *City Bridges* newsletter and 36 page "*Parks & Recreation Activities Guide*". Event planning and promotional strategy for events and activities, design and produce print advertising and collateral including newspaper ads, outdoor advertising, posters, and brochures. Web designer and Web master. Interviewed replacement and left with recommendation.

ASSISTANT MANAGER/GRAPHIC ARTS CAMERA PERSON, Advertising Graphics, Seattle, Washington. Preparation of camera-ready art, film, and materials for design and advertising agencies. Managed production art job shop in owner's absence.

GRAPHICS ASSISTANT, Federal Way School District, Thomas Jefferson High School, Federal Way, Washington. Worked with full-time faculty in a two-year graphic arts program for high school students. Instructed design theory and practice, darkroom skills, paste-up and layout, and small printing press operation.

EDUCATION

B.A., Advertising/Marketing, Michigan State University. Graduated with honors. Also, University of Detroit (major: Architecture) and Central Michigan University (major: Industrial Design.)

Post graduate study:

New School of Visual Concepts, Seattle (Copywriting, Art Direction)

Advertising Age High Intensity Courses, Los Angeles (Sales Promotion, Commercial Production)

MacWorld Conferences, San Francisco (Internet, Wireless Communications, Network Strategy, Web Design, Digital Photography, Project Planning, Management)

MILITARY SERVICE

U.S. Army; medical corpsman. Korea service. Honorable discharge.

SKILLS

Macintosh and Windows hardware and software. Applications include: PhotoShop, InDesign, PageMaker, Dreamweaver, FireWorks, Illustrator, Acrobat, Microsoft Word, VR Works, Final Cut Pro Studio, GarageBand, Toast, and Retrospect. Web designer, developer and host. Digital photography, film, Hi-8, and HD digital video. Film and digital video editing. Image composition and retouching. Music composition and editing. Trade show design and fabrication (carpentry, electrical, mechanical, welding.) Extensive event coordination experience.

AWARDS

Gold and Silver awards (numerous), Broadcast Promotion Association
Merit awards, "Best of the West" American Advertising Federation
Silver award, Seattle Design Association
Special Achievement award, Hammermill Paper Center
Magellan/Reader's Digest Web awards

INTERESTS

Fly fishing (former Alaska fishing guide), hiking, camping, cross-country skiing, carpentry, photography, antique collector and dealer. Rebuild cars, motorcycles and outboard engines. Backcountry adventurer.

REFERENCES

Carol Schatz (907) 727-8610 General Manager, KYES TV-5, Anchorage, AK (carols@kyes.com)

Jim Gottstein (907) 274-7686 CEO, Touch N' Go Systems, Anchorage, AK (jg@touchngo.com)

Marilyn Smith (541) 917-7507 Supervisor, City of Albany, OR (marilyn.smith@cityofalbany.net)

Daryll Whitehead (503) 769-5400 Sales Manager, Bellinger Reel Seats, Salem, OR (whitehead@wbcable.net)

Additional references on request. Online portfolio: www.kenhintz.com