

Carlynd Kuhlmann

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

Cell: (310) 200-1866

email@carlyndkuhlmann.com

EXPERIENCE

CenterStage Advertising

Aug 1994 to Present

Art Director, Online Media Director, and Second-In-Command at in-house advertising agency owned by The Nederlander Organization, a national premiere presenter and producer of live theatricals and concerts. Most recently responsible for advertising shows at the Pantages Theatre and Nederlander presentations at the Dolby Theatre in Los Angeles; the Civic and Balboa Theatres in San Diego; and the San Jose Center for the Performing Arts. Coordination of advertising efforts with other internal departments, such as venue management and marketing departments; as well as, show and performer representatives, other ad agencies, and vendors of all sorts.

Art Direction:

- Direct and manage four graphic designers on the production of web assets (static and HTML5 web banners); direct marketing and venue collateral (booklets, brochures, postcards, posters, and flyers); variable printing projects (customized correspondence, invoicing and season ticket fulfillment books for theatre subscribers); and signage of all kinds (window decals, bus wraps and backs, transit shelters, tall walls and billboards, street pole and venue banners).
- Over 20 years of graphic design experience with a solid management role in project scope, the 'start-to-finish' of a new project, from creative exploration and design concepts to planning, timing, and people-hours needed for completion. Expert knowledge of mechanical requirements and proper art file preparation for production.
- Able to step in as a graphic designer, if backup is needed, during heavy workloads and unexpected designer absences.

Online Media Direction:

- Initiated online advertising for the company in 2007, and since then have planned and implemented campaigns for over 250 shows.
- Worked with Kubient, a digital media partner and/or procured digital media directly with vendors like Quantcast, Yahoo, and GoogleAds. Google Partner status, with past partner badge certifications in Fundamentals, Display and Search. Managed GoogleAds accounts from the Google 'My Client Center' (MCC) and GoogleAds Editor. Directed 'Paid Social' campaigns with Ticketmaster's Marketing Solutions, an exclusively focused marketing agency for live entertainment events.
- Prepared performance reporting using Sizmek and Google Reports.

SPECIAL SKILLS

- Easy going, diplomatic and focused in a chaotic environment.
- A fast learner, good with computers and complex software applications.
- Mac platform InDesign, Photoshop, Illustrator, Acrobat Professional and QuarkXpress.
- MS Office: Excel, Word & PowerPoint
- Former Notary Public Commissioned and Bonded for 24 years (1993-2017).

EDUCATION

Continuing Education at UCLA Extension and Santa Monica College.

Bachelor of Arts in Psychology, California State University, San Bernardino, 1991

Associate of Arts in General Education, Chaffey College, Alta Loma, CA, 1989

LINK TO PORTFOLIO: <https://www.carlyndkuhlmann.com/>
REFERENCES AVAILABLE UPON REQUEST