



Kristina Hampu

- Publicity
- Promotions
- Brand marketing
- Online networking
- Community affairs&advocacy
- Event planning
- Supply chain management

Brand Marketing, Anchor Bay Entertainment/Starz, LLC.

- Assisting the development and execution of new DVD releases, helping to manage the product life cycle involved in bringing together new DVDs from concept to delivery • Creating consumer and trade marketing materials • Putting together presentation decks, industry/category analysis • Developing marketing and sales materials • Tracking and route creative development • Running sales forecasts and POS reports.
- Working with the Kids & Family brand manager and director to strategically put together marketing plans for the Kids & Family category of home video product lines • Assistance in brand strategy and positioning, marketing planning, media/advertising, PR, sales, DVD release plans, retail account specific promotions, project driven market research, DVD competitor research, artwork coordination, and package design • Collaboration with Fitness brand manager for new strategies and ways to better improve the company's fitness brands • Create B2B marketing tools • Preparation and coordination of written reports, such as: Sales vs. Forecast reports and POS reports, to analyze the sales results for each specific brand • Gathering information and putting together outlines for monthly email newsletters for the Kids & Family genre • Website updates • Coordinated with the PR companies to spread the word about new titles through press releases, blogs, and various social media.

Traffic Manager (Operations)

- Creating, communicating and enforcing the detailed timelines of all projects • Management of the internal flow of all Operations items • Master data setups, system updates • Main business administrator of *Filmtrack* and responsible for training all employees on the basic functions of the program

Operations Coordinator

- Set up bill of materials on all new releases and exclusive items and review final product samples • Review and analyze POS trends and forecasting reports • Monitor customer delivery • Assist with coordinating across several departments • Monitor promotions.

Community Affairs, William Beaumont Hospital

- Plan community events • Assist the media coordinator • Update information on the political community • Comprehensive database management • Arrange speakers bureau presentations and much more...

Promotions & Publicity / Screening Representative, Allied Integrated Marketing

- Individually worked with *20th Century Fox*, *Anchor Bay Entertainment*, *Focus Features*, *Paramount Vantage*, and *The Weinstein Company* as their regional college intern • New promotional ideas for assigned movies and events • Promotional contests, grassroots marketing • College press interviews • Contact college radio stations to pitch ways to distribute promo items and screening passes • Research target audience and distribute promo items at local and college events, salons, retail shops, bars, college campuses • Clipping newspaper reviews, mentions, and features for each publicist, screening movies, and writing screening reports • Radio promo drop off for the *Drew and Mike show* at WRIF for the movie *THE COMEBACKS* & *WDVD's* morning show for the movie *MALL COP* • Assistance at promotional events and press junkets/red carpet events I.E. Jerry Seinfeld during *Bee Movie* press junket at Emagine Novi.