



INFORMATION

Collin Havener Ginsburg
chginsburg@gmail.com
M 703-667-0416
4626 56th St.
San Diego, CA 92115

PORTFOLIO

collinginsburg.com
IG: [@ginsb.urg](https://www.instagram.com/ginsb.urg)

EDUCATION

College of William and Mary
B.A, History, Cum Laude, 2019

EXPERIENCE

JUNE 2020 - PRESENT

MARKETING AND DESIGN DIRECTOR *CIRCLE THRIFT AND ART SPACE, RICHMOND, VA*

- // Managed all social channels which resulted in tripled Instagram KPIs and sales, and 3k followers
- // Strategized methods to promote engagement during the COVID crisis through content generation, campaign development, creative copywriting, and social media content creation & analytics
- // Under my direction, [Circle was featured in RVAmag as an exemplary store for COVID-safe shopping](#)

FEB. 2020 - MAY 2020

DIGITAL MARKETING INTERN *ALLIED GLOBAL MARKETING, NEW YORK, NY*

- // Brainstormed and pitched new content and campaign ideas, working with all in-house teams, for clients like Disney on Ice, Amazon Treasure Truck (PupFest), Singapore Tourism Board, and AcornTV
- // Provided daily community and page management using social listening tools (Sprinklr and Facebook Business Manager) to respond to followers' questions, concerns, and praise across multiple clients' Twitter, Facebook, and Instagram profiles
- // Monitored industry trends, platform updates, and provided client-facing daily trends reports with creative ways to capitalize on trends; conducted outreach research, sourced images, and vetted influencers to present ideal candidates for various client and agency campaigns

JUN. 2018 - AUG. 2018

SOCIAL MEDIA MARKETING INTERN *ROCK & ROLL HOTEL, WASHINGTON, DC*

- // Provided live-music marketing and promotion by drafting and scheduling content and reminder posts for Twitter and Facebook according to a calendar; researched and cataloged nearby businesses
- // Photographed live shows for Instagram, wrote press releases, and updated in-house posters for Rock & Roll Hotel and DC9.

JAN. 2018 - MAY 2019

DESIGN & PHOTO EDITOR *VINYL TAP (WILLIAM AND MARY'S MUSIC MAGAZINE)*

- // Revitalized defunct magazine with fresh design including layout, logos, posters, and social media materials; led feature and conceptual shoots, and developed visual concepts with design team
- // Photographed artists for interview features; conducted and transcribed three interviews with musicians and students in the music industry

SKILLS

Adobe Creative Suite (*Photoshop, InDesign, Ai, Lr, Au*), Canva
HTML, CSS, Javascript
Audio Editing and Production (*Logic, Audacity*)
Video Editing (*Final Cut Pro, Sony Vegas, iMovie*)
Social Media (*Sprinklr, Hootsuite, Google Analytics, SEO*)
Digital Video + Photo (*DSLRs, Camcorders, Studio, Light Kits*)

AWARDS+PUBLICATIONS

Captured Light Exhibition at *BlackRock Center* (photo, 2019)
Jury Award, Best Film, *24 Speed Film Competition* (2019)
National Scholastic Art Award (*Photo, Silver, 2015*)
Flat Hat Student Newspaper (two photos, 2018-9)
Gallery Magazine Photo Award (*Spring '18, Fall '16, Fall '15*)
Instagram reposts (*SFMOMA, Semi Magazine, Freewill Mag*)