

Chryssa Rich, Marketing and Communications Specialist

chryssa_marie@yahoo.com • 208-608-9847 • www.chryssarich.com

Education

MA Advertising, University of Texas at Austin, 2006

Spanish as a Second Language, Academia Hispano Americana, Mexico, 2003

BFA Graphic Design, Boise State University, 2001

Experience

Pets Best Insurance, Boise, ID

March 2010 - Present

Develop and implement marketing strategy and new brand position through social media, online advertising (SEO, PPC, eblasts), print materials and multi-channel marketing pieces. Create all graphic design and copywriting; organize promotions and special events. Conduct multi-channel research and track ad effectiveness. Assist with reputation management and internal documents including training manuals and implementation of company procedures. Work with team to overhaul website, including architecture, usability, design and writing.

CLM Marketing & Advertising, Boise, ID

Oct. 2008 – Nov. 2009

Developed advertising strategies, promotions and branding campaigns for a variety of clients. Wrote print, outdoor, broadcast and web campaigns. Worked with account managers, media buyers and producers; cast talent, employed own photography, design and production skills as needed. English/Spanish translation of ads and websites. Developed new business. Clients included Saint Alphonsus Regional Medical Center, Western Idaho Fair, Edmark Superstore, Monsanto, the Idaho Department of Health and Welfare and Idaho Primary Care Association.

Stoltz Marketing Group, Boise, ID

Apr. 2007 – Sept. 2008

Developed creative briefs, marketing strategies and promotions for a variety of clients. Wrote for print, outdoor, broadcast, website and trade publication campaigns. English/Spanish translation of ads, documents and websites. Clients included Simplot Foods, Sheetrock Tools, ProTeam and multiple real estate developments including Avimor, Hidden Springs and Alpine Village McCall.

DirecTV Latin America, Los Angeles, CA

Jan. – Apr. 2007

Wrote and produced TV spots promoting major films, new channels and other services offered to DirecTV customers. Additional responsibilities included talent casting and voiceover recording. All work was done in Spanish and aired in Latin America.

Freelance, Los Angeles, CA

2006 – 2007

Named products, wrote packaging/promo copy, headlines, web content and articles for Bratz Dolls, Little Tikes, FuseBox, Yaz, the KOR Hotel Group and The Olson Company housing developments. Translated copy from English to Spanish. Extensive magazine-quality photo retouching and color matching. Companies included MGA Entertainment, Strausberg Group, Tom Frank Edwards Wines and Cassidy Studios.

University of Texas at Austin

2005 – 2006

Taught a weekly course, graded projects and exams and maintained academic records for more than 300 students. Assisted students with projects and exam preparation.

Forefront Design Group, Boise, ID

2004

Designed and wrote weekly real estate publication. Photographed properties, edited and color corrected images. Worked with more than 80 Realtors to identify target markets and develop individual marketing campaigns.

Community Involvement, Boise, ID

Ongoing

Participation with various local organizations including Boise Young Professionals, The United Way and Boise Bicycle Project. Duties vary by organization and include fundraising, volunteer and staff management, volunteer recruitment, public outreach, public relations, media relations and community service.