

# Christine L. Rocco

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## EXPERIENCE:

### **BVK**

January, 2009 – February, 2010

#### Creative Production Manager

- \*Responsible for all Print Production work and Art Buying needs.
- \*Project manager for corporate office in Milwaukee on various inter-agency projects.
- \*Handled post production for Loyola Medical Center 3 television spots.
- \*Acted as broadcast manager for all radio produced for agency clients Loyola and OU Medical Center
- \*Trafficked all jobs throughout agency, also working with Milwaukee employees to streamline jobs throughout both offices.

### **Williams-Labadie**

January, 2007 – January, 2009

#### Print Production Manager/Art Buyer

Responsible for:

- \* estimating and producing all work B/W to 4/C for print and magazine media for mid-sized Pharma agency.
- \* estimating and producing all collateral and direct response material, including supervising paper, printing and mail services, as well as retouching. Experience includes sheet-fed and web run jobs.
- \* working with creative and account service staff to make sure jobs are completed on schedule
- \* oversee all Art Buying needs for agency, from stock houses up to outside Photography

### **Noble BBDS**

Chicago, IL

November, 2004 – December, 2006

#### Print Production Manager

Responsible for:

- \* estimating and producing all work B/W to 4/C for print and magazine media, as well as outdoor media – vinyl and silk screened, and point-of-purchase displays
- \* purchasing materials and approving materials from outside suppliers.
- \* estimating and producing all collateral and direct response material, including supervising purchase of film, paper, printing and mail services. Experience includes sheet-fed and web run jobs.
- \* working with creative and account service staff to make sure jobs are completed on schedule

### **Ogilvy & Mather**

Chicago, IL

December, 2000 - May, 2004

#### Print Production Manager

Responsible for:

- \* estimating and producing all work B/W to 4/C for print and magazine media, as well as outdoor media - vinyl and silk screened, and point-of-purchase displays for clients Illinois Lottery, BP Amoco, Sears and Pall Mall
- \* estimating and producing all collateral and direct response material, including supervising purchase of film, paper, printing and mail services. Experience includes sheet-fed and web run jobs for same clients.
- \*Managing traffic manager on a daily basis to make sure jobs are completed on time.
- \* backing up other production managers as needed
- \* special projects as needed

### **K&R Marc/USA - Chicago**

Chicago, IL

January, 1999 - November, 2000

#### Print Production Manager

Responsible for:

- \* Production Manager for Lettuce Entertain You, JMB Retail Properties, CNA Insurance, and responsible for all facets of production, from b/w and 4/C ads to full web print runs and sheet fed projects.

**K&R Marc/USA – Chicago****(cont'd)**

- \* working with creative and account service staff to make sure jobs are completed on schedule
- \* backing up other production manager as needed

**TBWA Chiat/Day**

Oakbrook, IL/Dallas, TX

May, 1997 - January, 1999

Print Production Manager

Responsible for:

- \* estimating and producing all work B/W to 4/C for print and magazine media, as well as outdoor media - vinyl and silk screened - and point-of-purchase material for Nissan-Infiniti, UD Trucks and Bridgestone-Firestone.
- \* estimating and producing all collateral and direct response material, including supervising purchase of film, paper, printing and mail services, and premiums. Experience includes sheet-fed and web run jobs.
- \* working with creative and account service staff to make sure jobs are completed on schedule

**Killian, Wallace Advertising, Inc.**

Chicago, IL

January, 1996 - May, 1997

Print Production Manager

Responsible for:

- \* estimating and producing all work B/W to 4/C for print and magazine media
- \* purchasing materials and approving materials from outside suppliers.
- \* estimating and producing all collateral and direct response material,
- \* working with creative and account service staff to make sure jobs are completed on schedule
- \* acting as broadcast producer for all radio spots produced

**Keroff & Rosenberg Advertising, Inc.**

Chicago, IL

April, 1991 - October, 1995

Print/Broadcast Traffic Coordinator

January, 1993 - October, 1995

Responsible for:

- \* trafficking all broadcast material to appropriate stations
- \* working as back-up to print and broadcast production managers
- \* estimating and producing B/W to 4/C for print and magazine media
- \* estimating and producing radio and cable broadcast spots for several clients

Group Assistant

April, 1991 - December 1992

Responsible for:

- \* word processing and administrative duties for several large retail clients.
- \* working with creative and account service to traffic jobs
- \* special projects as needed

**EDUCATION:**

Illinois State University

August, 1987 - January, 1989

Major: Public Relations

Minor: Spanish

University of Wisconsin - Madison

August, 1985 - May, 1986

**REFERENCES:**

References and salary history upon request.