

Kristi Walter Prost

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JOB HISTORY

Larry Jordan & Associates, Inc./Creative Planet's Digital Production BuZZ

Director of Marketing/Broadcast Reporter

Agoura Hills, CA

November 2007-Present

Served as marketing director for an internationally-renowned digital media expert and Apple-Certified Trainer. Larry Jordan & Associates, Inc. provided high-quality, engaging training and information through a variety of media worldwide. The company covered video production and post-production for practicing professionals and students, with an emphasis on Apple's *Final Cut Studio*. Responsibilities included developing marketing, advertising, and public relations plans detailing strategic initiatives for expanding training, business development and increased visibility. Supervised the graphic design department and provided all approvals on artwork, website/branding re-design, promotional materials, trade show/event accessories, and provided all copy for marketing materials and corporate websites. Also wrote and serviced corporate press releases and managed corporate communications with partners and sponsors. Created new promotional activities, reviewed all contracts, and acquired sponsorship funding for globally-acclaimed seminar tours.

In addition to the marketing management of Larry Jordan & Associates, Inc., provided same duties for Creative Planet's Digital Production BuZZ, one of the world's longest running and most successful interactive talk radio shows, featuring news and information on digital video production, post-production and distribution. Also served as associate producer/reporter, reviewed scripts, wrote and reviewed audio spots, recorded ad voiceovers, and featured as the co-host on the monthly podcast *Video Production Radio*.

Art Impressions Inc.

Marketing and Licensing Director

Calabasas, CA

May 2006-March 2007

Spearheaded marketing and licensing initiatives for leading brand development/licensing agency known for its ability to develop successful and broad-based lifestyle programs for artists, designers, and celebrities including *Celine Dion, Kathy Smith, Josephine Wall, Teddy Scares, Pin-Up Toons, Glamorosas, Valerie Tabor Smith, Schim Schimmel, Karla Dornacher, Gooseberry Patch* and *Skelanimals*. Instrumental in strategic planning, research, brand development, copywriting, creation of presentation materials, online promotions, and brand presentations. Responsible for all publicity and public relations outreach, including authoring of press releases/materials and securing press meetings with target teen magazines and broadcast news.

The Robert Thorne Company/Dualstar Entertainment Group, LLC

Director, Marketing and Business Development

Los Angeles, CA

April 2003-February 2006

Responsible for brand management, development, and strategic planning of accounts in fashion, lifestyle and entertainment. Served as point person for an underground 'tween boy lifestyle, media and entertainment brand with strong emphasis on interactive marketing. Bridged teams together and managed elements in development, publicity, marketing, licensing/retail, publishing and online components. Created presentation materials, conducted market research, made publicity and marketing plan recommendations, pitched brand to potential partners and negotiated vendor rates. Also an active participant in brainstorming and researching marketing/publicity/licensing/online initiatives for the growth of Hilary Duff's lifestyle empire including *hilaryduff.com*, the *hilary duff* brand and *stuff by hilary duff*. Additional responsibilities included managing new business development, drafting contracts/confidentiality agreements and hiring/firing/supervising staff. Crafted company press releases with several page one placements in *The Hollywood Reporter* and *Variety*.

Was part of the management team overseeing all aspects of the *mary-kateandashley* brand in fashion, lifestyle and entertainment with core responsibilities in marketing, publicity and licensing. Authored press releases and

developed global publicity strategies with key team members. Redesigned the *mary-kateandashley* Global Brand Overview to draw attention to the magnificent power and financial success of the brand for use in various campaign and potential partner presentations. Developed relations with key media including overseeing details pertaining to the celebratory *The Hollywood Reporter – Walk of Fame* special issue where achievements included overseeing the ad campaign (trafficking/writing ads, proofing, providing final ad and layout approval) and negotiating congratulatory ads – at no cost – to appear in the online edition (the first time in the publication’s history such an honor had been given). Business affairs responsibilities included: management of licensing agent contracts and collections, evaluation of new business development pitches, and research/authoring/administration of internet *cease and desist* orders.

KWP Productions

Producer

Los Angeles, CA
May 2001-April 2002

Provided freelance associate/field/segment producing duties through all phases of production. Responsibilities included highly detailed research, conducting pre-interviews, gathering videotape, booking talent, organizing field crew and setting up interviews, conducting field shoots, writing scripts and story pitches, participating in post-production and editing sessions. Projects included:

- *Person of the Day* (pilot), CNN Productions – Biographies on Yasser Arafat and Melvin Cook
- *Speaking of Women’s Health*, Lifetime Television – premiere season, 26 episodes on health, trends & lifestyle
- *People in the News*, CNN - Biography on Robert Blake
- *CNN Presents*, CNN - Profile on Ang Lee

Cable News Network (CNN)

CNNdotCOM - Associate Producer

Los Angeles, CA
March 2000-February 2001

Associate Producer—and part of the *National Headliner Award* winning staff—of a weekly news magazine production based on modern technology and the Internet. *CNNdotCOM* offered a slick format combining long-form pieces with newsworthy short segments. Responsibilities included producing weekly interstitials, research, interviewing celebrities and respected technology professionals, field producing, scheduling guests and shoots, post-production assistance, and generating story ideas. Also responsible for clearing photo and clip rights, crew and studio requests, and organizing tape library needs.

Cable News Network (CNN) - News Department

Freelance Desk Assistant and Production Assistant
Assistant Business Manager

Los Angeles, CA
September 1999 - March 2000
April 1994-March 2000

Served as a freelance desk assistant. Duties included maintaining affiliate relations, writing newswires, field producing, research, arranging tape and satellite feeds, monitoring newswires, papers and trades, and working closely with producers, reporters, the National Desk and crews to cover the news. Provided freelance production assistance for *The World Today*, a top-rated daily live news program. Also assisted and served as Assistant Business Manager. Accomplishments included creating an on-line invoice tracking system, conducting bureau-wide computer training on an as-needed basis, providing production assistance to *CNN Interactive* guests, and maintaining employee press credentials.

EDUCATION

Bachelor of Arts, Pace University - New York

Major: English/Communications (Concentration in the Writing Arts); Minor: Journalism