

# CHRISTINE REDLIN

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## HIGHLIGHT QUALIFICATIONS

- Managed all phases of production for a slate of 14-18 films a year.
- Expertise in contributing creative ideas and pulling content to edit and showcase projects.
- Excellent work ethic, upbeat positive energy career in entertainment over 20 years.
- Master at overseeing details of day-to-day production.
- Stellar oral and written communication - speaker, author, editor of 24 newsletters, blog writer.
- Expert organizer thinks on feet, great sense of humor under stress with project deadlines.
- Expert at TV/film/festival publicity and promotion campaigns.
- Works autonomously (in office and in field/telecommuting).
- Impeccable industry business references from executives, celebrities, and crew.

### MARKETING/PRODUCTION EXECUTIVE

September 2007 - present

*Destiny Pictures*

[www.destinypictures.biz](http://www.destinypictures.biz)

Santa Monica, CA - Overseeing company's business development and investor relations campaign. Created a marketing proposal and business plan for company's 12 picture slate over 5 years.

### FILM MARKETING/PUBLICITY CONSULTANT

January 2013 – May 2013

*Dose Of Reality (Mystery Thriller)*

Los Angeles, CA - Responsible for marketing campaign for world premiere at CINEQUEST 2013. Promoted ticket sales.

**Starring: Award winning Actress Fairuza Balk (*Gas, Food & Lodging*)**

### PUBLISHED AUTHOR/CONSULTANT/SPEAKER

October 2011 – present

*Life On A Shoestring ... In Beverly Hills?*

[www.lifeonashoestringinbeverlyhills.com](http://www.lifeonashoestringinbeverlyhills.com)

Beverly Hills, CA - Ongoing speaker/consultant. Debut eBook on cost savings and inspiration! A whimsical and inspirational book that tells true tales of my life as a single woman pursuing my creative dreams in the entertainment industry, which offers helpful, cost-saving suggestions for a healthy and wealthy mindset for anyone to use, wherever you live. Available on Amazon and other online retailers. Extensive internet marketing with social media sites and blog writer and guest blogger. Portion of proceeds donated to non-profits. Thousands of copies donated to at risk families, military members and seniors to name a few. **Book Foreword written by Academy Award winner, Best Actress, Louise Fletcher ("*One Flew Over The Cuckoo's Nest*").**

### CO-PRODUCER/MARKETING/MUSIC CLEARANCE

September 2008 – September 2011

**SUPERVISOR/VOICE TALENT**

*My Run*

[www.myrunmovie.com](http://www.myrunmovie.com)

Los Angeles, CA - **10-Best Documentary Awards Film narrated by Academy Award-winner**

**Billy Bob Thornton** - extraordinary story a single father, after losing his wife to breast cancer. Secured \$25,000 of in kind services film marketing and production. Responsible to oversee Music Clearances, public relations, film subject press bookings, and promotions for film including national festival circuit 2010. Film had national one night only showing, received 200 million impressions with the viral campaign, screened in 530 movie theaters nationwide in the 140 top markets and is on DVD as of 9-2011 on Netflix streaming 2012-2014. Distributor - Virgil Films - company distributed numerous award-winning documentaries, such as: Oscar nominated war drama "RESTREPO" and SUPER SIZE ME.

### DIRECTOR, MARKETING and CLIENT RELATIONS

August 2007 – April 2015

**United Independent Taxi**

[www.unitedtaxi.com](http://www.unitedtaxi.com)

Los Angeles, CA - New Business Development/Brand Strategist. Secured over 1.5 mil annual revenue from new hospitality accounts, hotels, medical centers, hospitals, travel services, entertainment companies and non-profit organizations Directed company's overall marketing, strategic planning programs, and corporate communications. Directed company's advertising campaign. Created, wrote and produced radio, TV, website and internet content saving company thousands of dollars on production that would customarily be outsourced. Secured new accounts. Managed over 10 Chamber of Commerce memberships with participation in sponsored events. Organized and implemented client relations activities including: various CRM methodologies, client development, skills training for marketing staff, organized special events and promotions. Responsibilities included, but were not limited to: designed, implemented, and facilitated annual company marketing plan. Raised company brand awareness through various community events and advertising/cross promotion.

**DIRECTOR, QUALITATIVE INSIGHTS ENTERTAINMENT**  
**OTX**  
<http://www.otxresearch.com>

January 2005 – December 2006

Culver City, CA - On Line Testing Exchange - Established building and maintaining quality control for qualitative division for **MTV, NICKELODEON, SCRIPPS NETWORK, CURRENT TV, PARAMOUNT, NEW LINE CINEMA, FOX, OXYGEN MEDIA**. Handled department **cost savings of over 40k** through streamlining procedures/staffing/vendor requirements. Managed as direct report of 15 full time and over 185 part time field employees. Maintained department expenditure,- strategic, financial implications, client relations and new business development. Created and implemented weekly motivational staff meetings – Facilitated 4-6 qualitative weekly groups, On site supervisor/puller for groups – prepare day of materials, booked travel for field recruiters. Created foundation of structure and procedures to insure accurate workflow. Developed efficiencies and organization for division, cost savings including creation of any internal documentation. Project Management - booked facilities and communicated logistics negotiate pricing, prep client presentation materials. Streamlined entertainment film screenings/qualitative department staff and department procedures – produced an average of 5 research screenings per week. Maintained department. Implemented procedural **\$40k cost savings**. Held annual staff reviews, Acted as first line of defense for department challenges. Contributed to bids for outsourcing film screening studies including qualitative, IDI's, online/offline, exit polls.

**PRINT PRODUCTION SUPERVISOR MARKETING**  
**The Walt Disney Company**  
[www.disney.com](http://www.disney.com)

October 2000 – December 2004

Burbank, CA - Completed an average of 10 components weekly. Film titles include: **Finding Nemo, Home on the Range, Treasure Planet, Brother Bear, The Jungle Book 2, Princess Diaries 101 Dalmatians, Remember the Titans, Unbreakable, Return to Never Land** to name a few. Organized and maintained multiple project schedules simultaneously to insure that projects were finalized and timelines met for overall project completion. Tracked and monitored all stages of each component in every promotion; Updated each items' activity, immediately revised each items' schedule as needed. Handled vendor billing. Maintained daily project status list ranging from 45-85 active projects.

**PRODUCER**  
**Kid Talk Productions**  
[www.kidstalk.org](http://www.kidstalk.org)

September 2001- June 2003

Los Angeles, CA - Voices of Tomorrow award-winning TV show. Produced over 80 productions. Managed all development and production aspects of award-winning weekly teen TV cable talk show that aired daily on LA 36 and Beverly Hills educational channel 6. (Show won 45 awards - 10 Telly awards). Created and wrote show topics and script. Booked guests, created production schedule, show formats, budgets, publicity, provided technical production notes, decided overall set design, lighting.

**MANAGER-PRODUCTION**  
**World International Network, LLC**

October 1998 – May 2000

Beverly Hills, CA - Managed all phases of production for a slate of 14-18 films a year. Hired Director of Photography and Music Composer resulted in costs saved over \$10k for film budget. Gave production notes on dailies, rough cuts, scoring/sync/film mixes Executive in field at production set. As production staff executive, responsible to oversee field production activities. Reviewed and created production and music contracts, and budgets. Saved, \$10k by recommending song placements in film to cut costs. Managed over 70 approvals for each film as required in Production Manual.

**Additional career skill sets:**

- Board of Directors Event Producer:** Women In Film /Chicago sold out event raised 18k for scholarship fund.
- Creative Marketing Manager:** Peermusic - Promotion of songwriters, pitch songs for use in film TV/advertising.
- Writer/Manager:** For Eric Douglas (late son of award-winning actor Kirk Douglas) acting and stand-up.
- Board Member/Fundraiser:** KIDS ARE 1st child safety (raised 25k in corporate sponsorships), AMIE KAREN CHILDREN'S CANCER RESEARCH FUND, SPECIAL ANGEL (runaway teens), PLANT HOPE created on site events of empowerment with 100 participants - non profit founded by Academy nominated and Golden Globe winning actress Sharon Stone and her sister Kelly Stone.
- Civic Accomplishments:** Team Beverly Hills civic leadership alumni, member General Plan community volunteer, CERT member (Community Emergency Response Trained), to name a few.