

WINTER THIELEN

PROFILE

Analytical and creative professional who excels at overcoming new challenges. Each project is met with complete determination to not only meet business goals, but exceed them. Strives to bring value to a company, both as an individual and as a team member.

EDUCATION

Bachelor of Science, Business Administration

Graduated: May 2005

Marketing Concentration

Colorado State University, Fort Collins, Colorado

- Financial Analysis Certificate

Senior Project: Developed and completed a market research survey for the Department of Commerce in Fort Collins to analyze citizen traffic concerns. The results will be used in developing a solution the community supports as well as a means of funding the future projects.

PROFESSIONAL EXPERIENCE

emedia Ad Production Coordinator *Windows IT Pro -- Publishing* Loveland, CO **10/05 – Present**

- Managed the trafficking and fulfillment of all web and email advertisements for Windows IT Pro, MSD2D, and SQL Server Magazine – totaling more than 2.5 million unique web users a month.
- Delivered detailed sales, marketing, and emedia reporting to upper management and CEO.
- Conducted and disseminated ongoing web, email, and circulation statistical analysis.
- Served as a web and email liaison between editorial, sales, and development.
- Responsible for corporate monthly site audits of traffic and advertisements.
- Suggested improvements in marketing materials from vendors and internal departments.

Marketing Associate *Windows IT Pro -- Publishing* Loveland, CO **04/05 – 10/05**

- Responsible for all email newsletter promotions – delivering a 13% increase in circulation.
- Helped with the planning and development of five national tradeshow.
- Conducted newsstand circulation reporting and analysis.
- Created three consumer survey's resulting in over 1,300 responses.
- Managed the distribution of media kits and advertiser copies to over 50 clients a month.
- Maintained all house-ad reports for Windows IT Pro and SQL Server Magazine.

Marketing Intern *iSeries News -- Publishing* Loveland, CO **01/05 – 04/05**

- Contributed design and copy writing for the iSeries and Manta product catalog.
- Provided advertisement copy for iSeries' consumer newsletter, circulating at 19,000.
- Managed the distribution of collateral to prospective clients.

Windward Studios Inc. *Product Management Associate – Software* Boulder, CO **Ongoing**

- Conducted primary market research for multiple demographics to make product recommendations and reach a larger target market.
- Managed booth presence at Java One resulting in over 1,000 leads.
- Provided software program testing for both the PC game Enemy Nations and the reporting package Windward Reports.
- Served as a consultant for both print advertisements and website development.

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Access)
 - Advanced at researching and navigating the internet.
 - WhatCounts
 - Graphics (PowerPoint, Publisher)
 - Programming (Basic HTML)
 - Open Ad Stream
 - Fattail
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