

RUTH GRETZINGER

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Marketing professional with 20 years of experience in traditional and digital media, with a background in writing, project management, creative strategy, and client services

PROFESSIONAL

SENIOR PROJECT MANAGER – University of Michigan , Ann Arbor, MI *June 2000 -present*

Creative Services

- Lead project teams in concept development, creative direction, strategic planning, and project execution.
- Develop, research, and write/edit print and online marketing materials,; maintain content for websites.

Identity Standards Management

- Develop and implement usage standards for U-M trademarks.
- Work with individual U-M schools and colleges to create brand-specific logos and marks that strengthen the Michigan identity.

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Project Management

- Work with university-wide client base to create strategic marketing campaigns.
- Direct and manage production of websites and other interactive media, advertising, and print collateral.
- Write strategic plans and creative briefs.
- Develop project budgets and schedules.
- Plan, research, and place advertising buys for print, broadcast, and interactive media.

Website Development

- Develop information architecture (IA) for websites, with special attention to user interface.
- Leverage new technologies (pod/vodcasts, blogs, wikis, etc.) to deliver enhanced user experience.
- Hands-on experience with DreamWeaver and BBEdit

SENIOR CREATIVE STRATEGIST – Fry Multimedia, Ann Arbor, MI *1998 - 2000*

- Researched and wrote online media plans for e-commerce clients including Coach and DiscoverCard. Recommended strategic and innovative ways of achieving greater online presence and sales, including creating Coach's first keyword ad campaigns.
- Negotiated and placed buys.
- Performed competitive reviews, including competitor website summaries.

ADVERTISING MANAGER – UMI (Now Proquest), Ann Arbor, MI

1985 - 1998

- Supervised 5-person staff of graphic designers and writers. Responsible for hiring, training, performance evaluations, and managing workflow.
- Created advertising and print collateral for library and educational markets. Developed creative for new ad campaigns and scheduled buys.
- Hired and managed outside ad agency to determine creative strategies for new product introductions.
- Served on team that developed the "ProQuest" name and brand identity (now the company's name).

EDUCATION

University Of Michigan, Ann Arbor, MI

BA English 1984

SELECTED WEBSITES

print portfolio also available

Department of Women's Studies <http://www.lsa.umich.edu/women/>

Arts on Earth <http://www.artsonearth.org>

University of Michigan Museum of Art <http://www.umma.umich.edu/>

University Research Corridor <http://www.urcmich.org>

Graham Environmental Sustainability Institute <http://www.provost.umich.edu/gesi/>

"Expect Respect™" <http://www.urespect.umich.edu>

Campus Identity Guidelines <http://www.logos.umich.edu/>

Office of Student Conflict Resolution <http://www.oscr.umich.edu/>

University of Michigan Board of Regents <http://www.regents.umich.edu>

Vice President for Communications websites <http://www.vpcomm.umich.edu/>

Special Events Websites

Royal Shakespeare Company 2006 Residency <http://www.umich.edu/pres/rsc/>

Arthur Miller <http://www.umich.edu/arthurmiller/>

75th Anniversary: Hopwood Awards <http://vpcomm.umich.edu/hopwood/>

50th Anniversary: Polio Vaccine <http://www.polio.umich.edu/>

50th Anniversary: Brown v Board of Education <http://www.umich.edu/~urel/brown50/>