

Cally Wolk

Objective:

To obtain full time, part time, or freelance employment in marketing & communications, public relations, project management, and/or media services. This career pursuit may include marketing and outreach, editorial duties, community engagement, employee oversight, development, event management, network building, Internet promotions, and may also include print & web design, photography, video production, and other forms of promotions and dissemination.

Personal Profile:

Creative, hard-working, highly productive, healthy attitude. Live to work, work to live. Strive to make positive change through actions and words. Recognize that everyone matters and that a collective human effort can yield superhuman results. The Earth is our mother...respect and protect her, or perish.

Skills Profile:

- Media relations
- Creative vision
- Product promotions
- Human relations and oversight
- Computer expertise
- Excellent writing skills (publications, brochures, ads, press releases, web sites)
- Extensive marketing and communications experience
- Abundant technical expertise
- Web site design and maintenance
- Video production (camera, editing, documentaries, PSAs, teacher training)
- Media buying
- Photography
- Mentoring
- Complex budget creation
- Experience in high-pressure environments
- Excellent group facilitation and ability to unify people around common goals

Computer Software used:

Editorial and Administrative

- MS Word
- MS PowerPoint
- MS Excel
- MS Publisher
- MS Outlook

Desktop Publishing & Graphic Arts

- Adobe Photoshop
- Quark Express
- MS Front Page
- Adobe Flash
- Corel Draw

Video Production

- Adobe Premier Pro
- Final Cut Pro
- Panasonic Postbox
- Avid

Professional Experience:

8/04 - Present

MediaPalette.com

Attleboro, MA

Director of Creative Arts

- Founded MediaPalette, a media arts and marketing business

Provide schools and education organizations with essential advertising and marketing services at affordable prices. Create and manage web sites, produce print materials, shoot and edit videos, design logos and branding identities, create interactive CD/DVDs, write text and ad copy, work with media outlets, work closely with all age groups on multi-faceted projects.

MediaPalette Clients:

- Alternative High School Initiative
- Big Picture Company/The Met School
- Black Alliance for Educational Options
- Center for Secondary School Redesign
- Commonwealth Corporation/Diploma Plus
- CVS Highlander Charter School
- Denver Street School
- Dunn Institute/Hasbro Center for Teaching Excellence
- E-Cubed Academy
- Education Alliance/Lab at Brown University
- Educators for Social Responsibility
- Native Americans at Brown
- New Tech Schools Network
- Powell Center for Economic Literacy
- StreetSchool Network
- Tuba City Arizona Navajo School District
- University Prep Academies of Detroit
- What Kids Can Do
- YouthBuild Philadelphia

1/08 – 7/08

Development Gateway Foundation

Washington, DC

Content Coordinator for Online dgCommunities

Developed and maintained several highly specialized, professional online communities of practice (“dgCommunities”) that share information and collaborate via the Development Gateway Portal on the Internet. Wrote articles and event descriptions for online community members, proofed and edited articles, ensured the volume and quality of information on each Internet community, maintained an active ongoing dialogue with topic experts who acted as content contributors and advisors, targeted and built audience participation, and engaged in marketing and promotion to prospective members and partners. A chief goal of Development Gateway Foundation is the eradication of poverty and hunger in developing countries.

Duties included:

- Communications liaison
- Content development
- Partnerships with topic experts
- Marketing & Promotion
- dgCommunities platform development
- Usage tracking and reporting
- Special reports
- Fundraising
- Partnership building
- Project management

2/97-12/04

The Big Picture Company

Providence, RI

Director of Public Engagement

Set up partnerships with local organizations and media outlets to disseminate education reform materials. Garnered support for small, personalized, interest-based public high schools that cater to the individual needs of each student through learning plans, internships, real world projects, and college classes.

- Wrote & produced nine PSAs, three of which were Emmy Award winning
- Produced and directed a documentary that featured three Met School students as they progressed through four years of high school
- Produced a programmatic video about the Big Picture School model
- Produced a documentary on the physical design of Big Picture Schools
- Produced a video about the Big Picture Leadership Training Conferences
- Produced four music videos for Met School graduations
- Produced a monthly cable TV show on education reform
- Edited all the above videos (and others) using Adobe Premier 5,6 & 7, Final Cut Pro 3, and Panasonic PostBox
- Took education-related photos that have been used in magazines, newspapers, books, and web sites
- Designed, created, and managed company web site
- Designed multiple print materials including brochures, newsletters, flyers, logos, etc.
- Formally mentored a total of seven high school students and two college students
- Worked with hundreds of students in grades K-12, as well as with teachers and administrators

- Purchased media from cable and network TV, newspapers, radio stations, magazines, etc.

1994-1996 **TCI Cable TV of Colorado** **Denver, CO**
Marketing Manager, Pay Per View & New Products

- Exceeded 1994 & 1995 revenue goals by a combined \$1,000,000
- Increased adult product revenue by 30% in first six months of job
- Maintained positive cash flow each year
- Launched Sega Channel and became national sales leader
- Learned design software; Quark Express, Photoshop, Corel Draw
- Created quarterly sweepstakes, each averaging \$20,000 in bartered prizes
- Purchased high volume of radio, TV, newsprint
- Wrote and produced six commercials
- Redesigned Pay Per View Advertising channel format (Barker Channel)
- Was recognized nationally as a leader in the field of PPV marketing and sales
- Consistently exceeded all product sales goals
- Established co-promotional relationships with Dominos Pizza, Little Caesar's Pizza, Bullwhackers Casino, Gilpin Casino, Burt Ford, Denver Daredevils, Best Buy, Denver Nuggets, Safeway Supermarkets

1993-1994 **Paragon Cable (Time Warner)** **Portland, OR**
Marketing Manager, Pay Per View

- Increased PPV revenue by 19%
- Increased adult revenue by 41%
- Increased PPV buy rate by 26%
- Increased usage rate by 9%
- Designed voice scripting for Periphonics phone system (ARU)
- Redesigned stand-alone PPV delivery to a hybrid of stand-alone and satellite-delivered TV product
- Created annual PPV budget, and maintained positive cash flow

1989-1993 **United Artists Cable** **Van Nuys, CA**
Marketing Coordinator, Pay Per View

- Increased buy rate from 23% in 1990 to 35% in 1991
- Produced & edited PPV previews channel
- Launched PPV info channel
- Studio camera operator, video editor, technical director, titler, audio board
- Implemented monthly PPV catalog
- Researched and launched ANI (caller ID) phone system for PPV ordering

- Purchased media and worked with advertising agencies
- Created PPV annual budget, and maintained positive cash flow

1988-1989 Education Week Washington, DC
Classified Ad Sales, Receptionist, Research, Clerical

- Managed front office and reception staff
- Wrote and edited classified ad copy for weekly education newspaper
- Responsible for all clerical duties; filing, phones, computer, etc.
- Accepted numerous add-on responsibilities as needed

1987-1988 Spence / Glassberg New York, NY
Receptionist, Research, Clerical

- Assisted on creative for ad campaigns
- Managed front office
- Responsible for all clerical duties; filing, phones, computer, etc.
- Accepted numerous add-on responsibilities as needed

Education:

1979-1983 Brown University Providence, RI
 - B.A., Communications/Semiotics

1990-1992 Los Angeles Valley College Van Nuys, CA
 - Multiple coursework in broadcast TV

Awards and Recognitions:

- National Emmy Award in category of *Local Public Service Announcement*
- CTAM guest speaker
- Trade show panelist for Pay Per View marketing campaigns
- Nominated for New England Emmy