



Donna Hankins

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Digital Media Management

Creative Director, Information Architect with extensive media management and media production experience.

A self-starter and team leader; encouraging the best in my own work as well as those around me. Developed my first website in 1994. Enjoy learning new technology and advancing my skill level. More than 20 years of general management experience with print, digital media, ad sales, marketing, video production, and publication management. Well-versed in negotiating with suppliers/creatives for win-win outcomes. Problem-solver.

Experience

MULTIMEDIA COORDINATOR/ASSOCIATE DIRECTOR/TECHNOLOGY SPECIALIST

HOLSTON CONFERENCE OF THE UNITED METHODIST CHURCH; ALCOA, TN – 2001-PRESENT

Managed implementation of all website redesigns, and content management customizations. Manage creative and technical implementation of online marketing projects, livestreaming, webinars, and email campaigns. Lead in educating 900 churches and several conference agencies in website development and church marketing strategies. Producer, director, videographer, and editor for most conference video projects. Traveled to Zimbabwe to create video documentary and write a first-hand news account of conference involvement in building school for orphans. Manage all A/V material projection for annual conference presentations.

Related Website: www.Holston.org

- Print expertise helped conference realize over \$90,000 in annual savings.
- Camping catalog redesign and web site marketing established consistent growth in camping registrations.
- Hands-on video production and editing skills save the conference thousands of dollars annually.
- Established online event registration system reducing finance staffing workload.

ONLINE MARKETING CONSULTANT/WEB SITE ARCHITECT - 1997-PRESENT

Contract/freelance work. Provide Internet expertise in assisting clients with integrated marketing approaches. Focus on creative direction, navigation and usability of client websites.

Clients included: www.arrowmont.org, www.nashvillenut.com, www.equinox-usa.com, www.magazinetraining.com, www.moody.edu, www.sunshinemonkeyshines.com

PUBLICATIONS MANAGER, LIFEWAY; NASHVILLE, TN - 1996-1998

Provided publishing and marketing expertise for 7 magazine titles. Duties included financial modeling and budgets, market forecasting, and implementing production cost saving measures. Served on Corporate Internet Task Force, representing \$40,000,000 interests of entire publishing division. Chaired committee that developed web site implementation procedures for publishing division. Provided strategic direction for startup of new publications and websites. www.Lifeway.com

- Implemented conversion to direct-to-plate printing processes for magazines.

DIRECTOR OF OPERATIONS, PRODUCTION MANAGER, ADVERTISING SALES ASSOCIATE MOODY PERIODICALS DIVISION/MOODY BIBLE INSTITUTE; CHICAGO, IL - 1987-1996

Responsibilities included oversight of advertising, marketing, circulation, and production. Developed, designed and implemented magazine's first web site in 1994. Served on Corporate Internet Committee to implement overall web site strategies for Institute. Provided strategic direction for startup of new publications and websites. Contributed to editorial planning meetings and selection of articles for upcoming issues. www.Moody.edu

- Implemented move from dark room typesetting to desktop publishing.
- Implemented conversion from in-house circulation fulfillment to outside vendor saving \$50,000 annually and improving budget forecasting and circulation modeling.
- Responsible for quality/design control of magazine awarded national magazine design honors.
- Managed magazine redesign and hiring of new art directors.
- Freelance reviewer for *Moody* magazine, and proofreader for Moody Press

Education

Master of Business Administration/Marketing Emphasis - University of Phoenix - 2006

Stanford Publishing and Web Courses for Professionals, CA - 2002 and 1997

Graphic Design Studies - University of Chicago, IL - 1994

Bachelor of Arts in Journalism/Communication - Spring Arbor College, MI - 1987

- Editor of college newspaper and All-American athlete honors.

Software and Programming Proficiencies

Microsoft Office	Adobe CS	QuarkXPress	Motion
Final Cut Pro	UStream	Pro Presenter	Keynote
Constant Contact	Robly	Quickbooks	Javascript
Python/Django	YouTube/Skype/Facebook/Twitter/Pinterest/Instagram, etc.		

References (Available upon request)