

Kris Schindler

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PROFILE

Accomplished, senior communications professional with a record of success and proven skills in strategic planning, media relations, digital public relations, creative development, event management, public speaking and development of new business, known for providing creative, innovative, enthusiastic and forward-thinking leadership in a team environment.

EXPERIENCE

Strategic Planning and Counsel

- Wrote, managed and supervised comprehensive strategic communication plans for numerous clients in business, arts, education, non-profit and travel and tourism sectors
- Provided media relations counsel to area non-profit organizations including Butler Community College Foundation, Girl Scouts of Kansas Heartland, Greater Wichita Sports Commission and Stage One
- Conducted workshops, training and coaching on general media relations, managing media attention and on-camera performance, event planning, social media and digital PR
- Supplied marketing communication services to small business recipients of economic development microloans
- Constructed a prospects and admissions process for a private pre-K through 8 school that increased applications by 10% in the first year and allowed for more careful selection of qualified applicants

Management

- Led new business direction of \$2 million marketing communication agency; supervised an average of 12 accounts annually with responsibilities including research, development, oversight of and reporting on strategic and integrated communication plans, budget planning and general counsel
- Managed seven in-house employees and multiple vendors and creative partners from across the United States
- Identified key agency strengths and developed a new business strategy that attracted clients with needs that better matched core competencies and increased revenue for Start-Thinking by more than 300% in 22 months

Branding and Image Building

- Developed branding identity system for private pre-K through 8 school that was fleshed out across all four components of the school
- Crafted tagline and consulted on direction and implementation of branding identity for Los Angeles County Museum of Art
- Achieved a consistent style of communicating client brands by building comprehensive style guides that covered brand use, writing style, grammar fundamentals and other branding essentials
- Repositioned small museum with niche audience and negative image as attractive, interesting and vital to the Wichita community
- Managed *Ally McBeal*, *Buffy the Vampire Slayer* and *The Simpsons* brands to ensure licensed merchandise followed brand protocol for respective international markets; coordinated style guide production for *Buffy The Vampire Slayer* and *The Simpsons*

Community Relations

- Leveraged relationships with private sector businesses to increase awareness of and participation in community events including *Smithsonian* magazine's annual Museum Day and Bike to Work Day
- Cultivated and leveraged relationships within the local theatre education community to generate student internship opportunities and scholarships

Media Relations

- Earned 10-12 annual media placements for Start-Thinking, keeping the agency and its people top of mind with prospective clients, potential employees and within the community
- Developed 14-week publicity plan as a process template for junior staffers to assure consistency in publicity messaging, planning, implementation and evaluation
- Story pitches have earned placement in numerous publications including: *American Academy of Family Physicians* magazine, *Filmmaker Magazine*, *Jewish Journal*, *Los Angeles Times*, *Los Angeles Magazine*, *Naked City* magazine, *Splurge* magazine, *The Wichita Eagle*, *Wichita Business Journal*, *Wichita* magazine

Research and Measurement

- Evaluated earned media and creative campaigns for State of California Anti-Tobacco Campaign
- Projected audience response to writers, actors and pilot productions in development with 20th TV; evaluated picture quality during initial use of hi-def cameras

Special Events

- Marketed and produced 2010 Wichita ADDY Awards, substantially increasing participation in, awareness of and fundraising for the sponsoring organization
- Produced public lecture by Cokie Roberts, exposing KMUW, a public radio station, to a larger audience
- Secured sponsorship commitments in excess of \$80K in inaugural year of Tallgrass Film Festival; crafted primary promotional messages; connected festival director with local partners and prospective board members; secured more than 50% of the submitted films; introduced films and moderated filmmaker Q&As
- Designed and produced red carpet film premieres, Moving Pictures art auction, celebrity tributes and other special events to promote various entertainment industry clients and to provide recognition to their sponsors
- Conceptualized and produced one-day lay leader conference, city-wide panel discussion and other hands-on learning opportunities for Board of Rabbis of Southern California
- Selected sites, speakers and partners for an international public interfaith dialogue series to celebrate the life of Daniel Pearl on the first anniversary of his birth following his murder

Video Production

- Developed, wrote and produced promotional videos in commercial and not-for-profit environments including: Congregation Emanu-el, Independent Living Resource Center of Kansas, MS Society, Salisbury Entertainment Group and The Jewish Federation of Greater Los Angeles

EMPLOYMENT HISTORY

Start-Thinking, LLC Managing Partner	Wichita, KS 2005 - present
Botanica Director of Communications	Wichita, KS 2004 - 2005
KSB Group Principal	Los Angeles, CA 1998 - 2004
Communication Specialist freelance	Los Angeles, CA, Wichita, KS 1994 - 1998
DCCCA Day Reporting Center Case Manager	Wichita, KS 1993 - 1996
Wichita State University multiple positions in Student Services	Wichita, KS 1989 - 1992

EDUCATION

Wichita State University	Wichita, KS BGS Communication, Art, Theatre
Texas A&M University	College Station, TX Environmental Design

PROFESSIONAL & CREATIVE ACTIVITY

Professional Memberships

American Marketing Association | Wichita Chapter
Greater Wichita Convention and Visitor Bureau
Kansas Sampler Foundation | Kansas Explorer
Kansas Writers Association
Society of Professional Journalists

Community Leadership

American Advertising Federation Wichita Board Member; ADDY Chair	2009 - present
Art for Everyone Board Member	2009 - present
Butler Community College A Vintage Evening Auction Captain	2010
ITT Advisory Board	2009 - present
Kansas Dialogue Convener	2007 - present
KPTS Community Advisory Board	2010 - present
Mid-Kansas Jewish Federation Board Member; Education, Search Committees	2008 - present
PRSA Counselors Academy, Conference Committee	2009 - present
PRSA Kansas Board Member; Social Media Chair	2010 - present
Wichita Radio Reading Service Board Member; Nominating Chair	2009 - present

PRESENTATIONS & PAPERS

Components of a Logo
Considerations When Developing a New Brand
Communicating Messages About Your Destination
Crime and Criminal Justice in Film
Digital PR
Holocaust in Film
Introduction to Social Media; Next Steps in Social Media
Marketing Your Business with Motion
No Cost | Low Cost Solutions to Communication Issues
Publicity and Advertising in Political Campaigns
Special Event Branding
That Girl: A Reflection and Construct of the Single Girl Phenomenon
Tourism Branding
You've got the Whole World in Your Hands: Answering Mobile's Call
Women and the Hollywood Melodrama

AWARDS & RECOGNITIONS

American Marketing Association

Marketer of the Year nomination 2010

Clarus Awards

Special Events/Observances | Smithsonian magazine Museum Day 2009
Reputation/Brand Management | MS Society 2008
Special Events/Observances | The Nazi Olympics Berlin 1936 2008

National Multiple Sclerosis Society

Momentum Award 2007

PRSA Kansas

Professional of the Year nomination 2010

Urban League of Kansas

Business Partner of the Year 2009

Wichita ADDY Awards

Elements of Advertising | Sing for the Cure logo 2010
Advertising Industry Self-Promotion | "I'd just like to see thinking come back in style." 2010
Interactive Media | Girl Scouts of Kansas Heartland website 2010
Advertising for the Arts and Sciences: Invitation | Kansas Sports Hall of Fame 2009
2008 golf tournament invitation
Advertising for the Arts and Sciences: Newspaper | Kansas Sports Hall of Fame 2009
Linedrives and Lipstick ad
Special Event Campaign | National Multiple Sclerosis Dinner of Champions campaign 2008
Consumer/Trade, Fractional Page, Color | Craig Allen's Men's Fine Grooming 2008
visual testimonial 2008
Consumer/Trade, Campaign, Color | Craig Allen's Men's Fine Grooming 2008
visual testimonials