

WEB WORKS CREATIVE, LLC

KIM LANCASTER

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SUMMARY OF QUALIFICATIONS

Skill sets in marketing, communications and technical production in web development, broadcast, film and video fields.

WORK HISTORY

Web Works Creative, LLC, Seattle, WA

12/99-present

Owner, web design and Internet marketing firm. Services: custom website design and development, information architecture, content creation, acquisition and management, website maintenance and web hosting. Internet marketing, search engine strategy, optimization and positioning, web site reporting and analysis, e-mail campaigns. Proficient in HTML, Dreamweaver, Front Page, Adobe Photoshop, AddWeb, Word, Excel, Quick Books, Access, Visio & Act. Design portfolio @ <http://www.webworkscreative.com>. Client focus: small to medium size business and non-profit organizations.

Technicolor, Inc., North Hollywood, CA

6/98 - 12/99

Director of Marketing. Responsible for Los Angeles front end sales, marketing and client services for worldwide film group with motion picture laboratories in Hollywood, New York, London & Rome. Manage domestic and international production, personnel. Relationship marketing, customer service to clients Warner Bros., Disney, Sony & DreamWorks. Attendance at trade shows, travel to shooting locations, networking and industry involvement. Technical writing of articles about motion picture film laboratory processes.

Alpha Cine Labs, Inc., Seattle, WA

7/96 -3/98

Vice President of Marketing. Sales, marketing, project management for motion picture film post production facility with full laboratory services. Procurement of 16 & 35mm production & post production, including quotes, negotiating deals, supervising lab services. Attendance at trade shows. Research, marketing planning, design, writing & production of marketing tools such as brochures, rate card, promotional materials. Startup and growth of client database.

Crystal Sky Productions Inc., Portland, OR

11/90 - 7/96

Independent Producer/Writer of scripts for film & television, commercials, PSAs & corporate industrials for West Coast clients.

TV News Writer, Producer, Reporter, Anchor

11/78 - 11/90

Anchoring, reporting, studio & live satellite interviews, remotes, special assignment series, special programming.

86-90	KOIN-TV, Portland, OR	CBS
84-86	WAND-TV, Decatur, IL	ABC
81-84	KWGN-TV, Denver, CO	WGN
79-81	KKTV, Colorado Springs, CO	CBS
78-79	KTVC-TV, Dodge City, KS	CBS

EDUCATION

North American College, Dodge City, KS, 1976, MA, Communications, *summa cum laude*.

PROFESSIONAL AFFILIATIONS(past and present):

Member, Business Network International, Seattle Downtown Chapter, 2003 President

Member, Women Business Owners

Member, International Webmasters Association