

BREE S. MAHLUM

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PROFILE

Accomplished media professional with experience in all facets of new media production and coordination. Strong design background. Record of planning and coordinating large-scale projects, consistently delivering projects on time and achieving SLA expectations. Recognized with corporate awards for exceptional customer service. Highly-adaptable, talented in managing priorities and assuming diverse responsibilities. Analytical, creative, and organized.

CORE COMPETENCIES

Customer Service	Graphic Design	Project Leadership
Image Licensing	Image Library Management	Photo Editing
Digital Publishing	Marketing Support & Coordination	Advertising & Promotions

PROFESSIONAL EXPERIENCE

TRAVELOCITY, New York, NY

Media Inventory Coordinator, Advertising Operations Team (4/2011 – 12/2011)

Managed impression-based advertising inventory within Travelocity family of websites for the Ad Sales team. Responded to issues by diagnosing problem and presenting solutions. Managed customer insertion orders using FatTail and DoubleClick. (Left company in December when New York office was closed due to corporate relocation to Texas.)

- **Delivered** new campaign inventory approvals within 24 hours, consistently surpassing SLA (Service Level Agreement) expectations.
- **Evaluated** current campaigns delivery and identified opportunities for improvement by analyzing under-delivery reports and comparing third party impression delivery numbers resulting in increased campaign efficiency.
- **Trained** new hires in inventory management, insertion order creation and 3rd party billing.
- **Created** training documentation on how to pull impression/click delivery reports in DART, ATLAS, MediaMind, MediaVisor, and Tumri.

EXPEDIA, INC., Bellevue, WA

Media Producer (6/2008 - 11/2010)

Optimized customer experience by illustrating localized maps, enhancing hotel photos and virtual tours with Photoshop and ensuring quality using Bridge. Tracked, licensed, and repurposed stock images used companywide, which involved extensive research to find the correct image. Supported internal and external customers.

- **Created** logo repository and usage tracking process ensuring consistent brand representation for all Expedia, Inc. entities.
- **Consistently surpassed** SLA expectations, which contributed to increased marketshare.
- **Streamlined** manual processes resulting in reduced turnaround time to publish hotel photos on the Expedia, Inc. family of websites.
- **Expedited** deployment of Getty Images Media Manager Web tool to internal Expedia, Inc. customers, achieving on time project delivery and budgetary objectives.
- **Earned** "Customer Focus" award for re-design of stock image invoice process.
- **Innovated and built** process that efficiently produced and deployed Virtual Tour maps.

VERDIEM CORPORATION, Seattle, WA

Designer/Analyst (6/2006 - 4/2008)

Provided wide range of support to Sales and Marketing teams, including creation of datasheet layout, Web and print ads, posters, and other materials using Adobe CS.

- **Increased** efficiency and professionalism of messaging by designing HTML email templates for email and Salesforce.com.
- **Created** web pages and managed content on corporate website ensuring design consistency.
- **Designed** cover art and layout of all pages for book published by company CEO.
- **Facilitated** customer energy savings by studying customer databases, creating custom tools to view databases, and building reports to analyze and illustrate usage.

Sales and Marketing Assistant (3/2005 - 6/2006)

Generated leads using Salesforce.com. Executed direct mail campaigns. Designed templates and page layout for all company documents.

EDUCATION

UNIVERSITY OF WASHINGTON, Seattle, WA (2005)

Bachelors of Art: Communications

- ▶ Minor: Art History

LAKE WASHINGTON TECHNICAL COLLEGE, Kirkland, WA (2007)

Certificate: Computer Graphics

- ▶ 4.0 GPA
- ▶ Presidents List, Lake Washington Technical College
- ▶ Member of Phi Theta Kappa

CERTIFICATES & AWARDS

Nominee, Customer Focus Award and Lifesaver Award, Expedia, Inc. (2010)

Q4 and Yearly Customer Focus Award Winner, Expedia, Inc. (2008)

COMPUTER SKILLS

Software: Microsoft Office, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Dreamweaver, SQL Server, Microsoft Reporting Services, Salesforce.com, FatTail, DoubleClick, MediaMind, Mediaplex, Tumri, HTML, and CSS

Equipment: Digital & film SLR cameras, scanners, and printing