

Michael Collins

I'm passionate about building great brands and growing businesses

QUALITIES



DATA-DRIVEN



CREATIVE THINKER



RESULTS-ORIENTED

WORK HISTORY

Creative Manager ThinkGeek

Jan 2018 – Present

- I lead the close-knit, versatile team of creatives responsible for telling the world about ThinkGeek and our cool and unique products.
- Manage team producing copy, video, photography, and graphics for marketing and site merchandising. Manage pool of freelancers to supplement internal resources.
- Cultivator and guardian of the ThinkGeek brand and voice.
- Automated daily data processing tasks, freeing up time and mental space for more effective management and creative leadership.
- Oversee a fast-paced and highly seasonal product studio, responsible for launching 1,500+ consumer products a year.
- Manage relationships with partners (NBC Universal, Marvel, Lucasfilm, CBS, Microsoft).
- Oversee budget and track key metrics related to department's work.

Senior Photographer ThinkGeek

2013 – 2017

- Created e-commerce photos to generate buzz and drive sales for ThinkGeek, an Internet Retailer Top-200 ecommerce site (#175 on IR500).
- Realized a 12-day improvement (41%) in time-to-market from product arriving in warehouse (2011-2014). In 2017, 27% of products were photographed before they arrived in the warehouse.
- Grew the company's Instagram following from 12k to 230k in three years.
- Trained and mentored interns and other photographers.
- Shaped and defined ThinkGeek's photographic aesthetic.
- Shot packaging and advertising photos for major licensed properties including Star Wars, Marvel, Minecraft, Portal, Star Trek, Doctor Who, and Game of Thrones.
- Assisted the video team with productions (lighting, technical support) and occasional motion graphics projects.

Photographer ThinkGeek

2008 – 2013

- Established photography department. Designed and refined processes for a high volume photo studio.
- Accommodated increases in annual workload of as much as 57%. Selected and supervised freelancers to increase capacity during peak season.

OTHER EXPERIENCE & INTERESTS

- Other work experience: Media Producer for satellite distance learning network; High School Graphic Design Teacher
- Startup Experience: Portland Studios (cofounder); ThinkGeek (employee #21); Guerrilla Lights (cofounder)
- Marketing team for a top-50 Kickstarter project: \$1.2 million raised (goal: \$38k)
- Marketing, branding, and web development for non-profits
- DC Startup Weekend + Lean Startup methodology
- Experience living in Asia, Africa, and Europe

EDUCATION

B.S., MARKETING MANAGEMENT 1st in class of 575

Bob Jones University

B.A., HISTORY

Bob Jones University

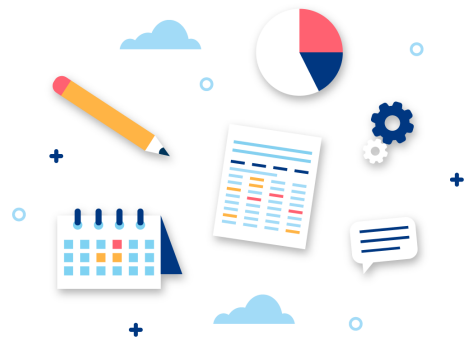
Additional Coursework:

Georgetown University, Charles University (Prague), George Mason University

SELECTED PROJECTS

PROJECT MANAGEMENT

Working in a dynamic, fast-growing e-commerce business for 10 years, I have honed my project management skills. On a weekly basis, I manage 40+ quick-turn projects as well as large-scale projects that span weeks or months. In some years my team has had to absorb unexpected increases in workload of more than 50%. I've learned to adapt by prioritizing, communicating regularly, staying organized, being resourceful, and automating tasks wherever possible. Using these skills I helped ThinkGeek grow from \$37 million a year in revenue to over \$140 million.



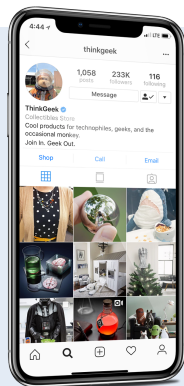
ACTIONABLE REPORTING

While leading the creative team at ThinkGeek, I have built tools to provide real-time insight into my department's work. Dynamic workload dashboards help us to optimize our workflows and give us an accurate picture of projects currently in the pipeline. During my time on the photo team, I took the initiative to send monthly and annual reports to stakeholders highlighting major projects and quantifying the volume and velocity of my team's work.



KICKSTARTING A PASSION PROJECT

I was a member of the marketing team that helped a friend launch the MiniMuseum Kickstarter project. The project raised \$1.2 million (goal: \$38k), making it one of the top 50 Kickstarter projects to that point. The project attracted press from dozens of news outlets, including the *Washington Post*, *Gizmodo*, and *Fast Company*. With two subsequent releases, we raised a total of \$3.3 million on Kickstarter.



BUILDING COMMUNITY ON INSTAGRAM

After several years of seeing ThinkGeek's Instagram account go virtually unused, a coworker and I asked if we could take over the account. In three years we took it from 11,600 followers to 230,000. We increased engagement at an even faster pace, achieving more than 1,000% growth. We were able to take advantage of a fast-growing platform to build community and meaningfully connect with our fans.