

# Michael Collins

A creative leader passionate about building great brands.

## 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.
- Oversee a fast-paced and highly seasonal product studio, responsible for launching 1,500+ consumer products a year.
- 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.
- Manage relationships with partners (NBC Universal, Marvel, Lucasfilm, CBS, Microsoft).
- Form and lead geographically dispersed cross-functional teams for major projects.
- Oversee budget and track key metrics related to department's work.

### Marketing & Production Consultant Freelance

2000 – Present

- Produced marketing content for a variety of clients, including Nordstrom, Elevation Burger, Chick Springs Historical Society, and Greenville Shakespeare Company.
- Marketing team for a top-50 Kickstarter project: \$1.2 million raised (goal: \$38k).

### Senior Photographer & Art Director ThinkGeek

2013 – 2017

### Photographer ThinkGeek

2008 – 2013

- Created e-commerce photos that 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).
- Trained and mentored interns and other photographers. Authored photo style guide.
- Creative strategist and art director for the launch of seven major licensed fashion collections created and launched in partnership with Nintendo, Star Wars, and Marvel.

### Media Producer HomeSat

1997 – 2005

- Edited educational video packages and produced onscreen graphics for a satellite distance-learning network.
- Acted as studio technician for live, multi-camera distance learning classes.

## OTHER EXPERIENCE & INTERESTS

- Startup Experience: Portland Studios (cofounder); ThinkGeek (employee #21); Guerrilla Lights (cofounder)
- Training in political journalism and background in photo-journalism; published in *New York Times*, *Boston Globe*, *Chicago Tribune*, and *WIRED*
- DC Startup Weekend + Lean Startup methodology
- Experience living in Africa, Asia, 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.



michael@collinscentral.com



collinscentral.com/capitalone



@collinscentral



864.313.9567



linkedin.com/in/collinscentral

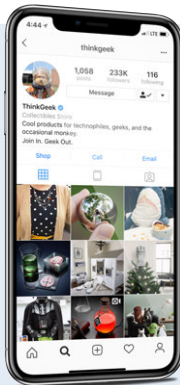


@collinspics

# SELECTED PROJECTS

## UNIFYING A GROWING BRAND

In 2015, ThinkGeek was acquired by GameStop and in a matter of months we began to open physical retail stores. I proposed that we create a brand book to ensure a consistent brand experience online and in stores. We formed a team and created a document that is now used to train employees across the organization.



## 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 240,000. 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.



## 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 \$3.6 million on Kickstarter.

## DATA ANALYSIS AND 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. I take the initiative to send monthly and annual reports to stakeholders highlighting major projects and quantifying the volume and velocity of my team's work.

