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.
- Oversee a fast-paced and highly seasonal product studio, responsible for launching as many as 2,500 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 cross-functional teams to execute large-scale projects.
- Oversee budget and track key metrics related to department's work.

Senior Photographer ThinkGeek — *2013 – 2017*

- 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).
- Grew the company's Instagram following from 12k to 239k 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

- More than 3,500 products photographed
- Training in political journalism and background in photo-journalism; photos published in *New York Times, Chicago Tribune, Boston Globe,* and *WIRED*
- Startup Weekend
- Photo/video support for a top-50 Kickstarter project: $1.2 million raised (goal: $38k)
- 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.

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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.
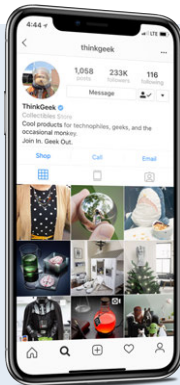
BUILDING COMMUNITY ON INSTAGRAM

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.