

BRIAN A. COLLINS

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LINKEDIN: Search "BRIAN COLLINS ORLANDO" - TWITTER: @BRAINSTORMINST

OVERVIEW

EXPERIENCED IN STRATEGIC POSITIONING, MARKETING, PARTNERSHIPS, AND COMMUNICATIONS.

- STRONG BACKGROUND IN INNOVATION, EDUCATION, and NEW & EMERGING TECHNOLOGIES.
- FAMILIAR WITH BOTH CORPORATE AND MILITARY SECTORS

EDUCATION

MASTER'S DEGREE, Marketing - with Honors, Webster University, Altamonte Springs, Florida

BACHELOR'S DEGREE, Advertising, Texas Tech University, Lubbock, Texas

AREAS OF EXPERTISE

Marketing and Sales Strategy ~ Consumer Trends ~ Corporate Communications ~ Partnership Management ~ Research ~ New & Emerging Technologies ~ Education Strategies ~ STEM ~ Creative Development ~ Social Media ~ PR ~ Budgeting ~ Personnel Management ~ Branding ~ Community Outreach ~ Trade Shows ~ Public Speaking/Presenting

- Evaluate client/project needs to ensure compliance with goals & objectives
- Manage high project loads
- Award-winning communication skills for both print and electronic media
- Superior knowledge of new and emerging technologies and how they can be adapted to business needs
- Expert at multimedia presentations (PPT, Prezi, etc.)
- Exceptional creative and innovation skills. Former Walt Disney Imagineer.
- Proficient with Photoshop and other design software programs. Mac & PC literate
- Experienced at facilitating and managing both internal and external relationships
- Experience with international projects and working relationships
- Exceptionally strong track record of building community relations and championing diversity
- Book in Authorship: "Creative Cross Pollination: A Former Imagineer's Take on the Innovation Process"

EXPERIENCE

THE BRAINSTORM INSTITUTE 1/04-Current

Consultant for Marketing, Communications, and Innovation

- Domestic and International, www.brainstorm-institute.com
- Provide marketing and guidance, including sales strategies, new channel development, partnerships, and corporate communications for a wide variety of products and services.
- Leverage background as a former Walt Disney Imagineer to deliver creative and innovative insights to small business owners, educators, and corporate audiences.
- Keynote speaker/presenter at conferences and workshops.

CONNECTING HEALTH INNOVATIONS (CHI) 3/15-11/17

Marketing/Communications/PR Director (Grant-funded)

- Developed & executed marketing plan, communications & sales strategies, social media calendar & partnership development for a portfolio of products belonging to a start-up company spun-off from the University of South Carolina.
- Tactical projects included creating a SWOT analysis, competitive analysis, social media calendar, web site development & content, PPT presentations, email campaigns (MailChimp), and other activities as required.

FLORIDA VIRTUAL SCHOOL 1/09-6/11

Innovation Specialist (Curriculum & Product Development)

- Researched and adapted new and emerging technologies related to education.
- Managed and tracked a large volume of projects, from blue sky to final implementation.
- Initiated and maintained a variety of innovative partnerships with leading R&D organizations.

AAA NATIONAL OFFICE 6/99-1/04

Department Manager, Consumer Marketing, Presentations

- Managed a variety of award-winning consumer marketing promotions, including a Silver Anvil-winning PR kit.
- Heavily focused on writing and producing a wide array of marketing and presentation materials.
- Direct supervision of 4-7 direct reports. Accountable for maintaining a line-item budget.

ADDITIONAL EXPERIENCE

- Promotions Producer, Orlando Sentinel
- Director of Marketing and Public Relations, Orlando Shakespeare Festival
- Various Marketing & Communications Roles, Walt Disney World
- Imagineer (Creative Development, Writer) Walt Disney Imagineering

SELECT VOLUNTEER EXPERIENCE & AFFILIATIONS

- Captain, Commander, United States Air Force Auxiliary, Civil Air Patrol (Air Search & Rescue Qualified, Aerial Photographer, Aerospace Education Officer)
- Boy Scouts of America (Commissioner of the Year, 2015)
- Central FL Stem Education Council (Founding member and former seat on Board of Directors)
- iNACOL: Former member of the International Association for K-12 Online Learning
- NDIA: Former member of The National Defense Industrial Association