

KRISTIN LASKAS MARTIN

Creativity Innovation Strategy Leadership Communication

(914) 656 632 krislmart2@gmail.com

Innovative, versatile television management and development professional experienced in combining strategic, business, creative and communication skills to build top performing organizations and deliver award-winning initiatives and products for commercial and non-profit corporations.

Dual Citizenship: USA and Ireland.

CORE COMPETENCIES

- Strategic thinker skilled in project planning, proposal writing, presentation, production and promotion.
- Decision maker with strong administrative, budgeting and communication skills.
- Strong leader able to motivate and unite staff, academic and creative teams, crews and external stakeholders.
- Team builder proficient in establishing collaboration across departments and integrating responsibilities.
- Brand manager experienced in developing and sustaining brand relevance.
- Financial manager skilled in identification, cultivation and management of funding sources.

EDUCATION

University of Texas at Austin School of Communications Ph.D program: (English, Drama and Film).

MA Shakespeare Studies: The Shakespeare Institute, University of Birmingham, England.

BA English, Rosemont College, Rosemont, PA.

TEACHING EXPERIENCE

University of Texas at Austin: Television Production I & II, Film History, Multimedia Production.

Springfield High School, Springfield, PA: 9th & 10th Grade English Literature.

Erkenwald Comprehensive School, Barking, Essex, England: Middle and High School English Literature.

Pennsylvania Certificates for Elementary and Secondary Education.

AWARDS Daytime Emmys for Television and Broadband, Prix Jeunesse, Chicago Film Festival, Clarion, Cine Golden Eagles, Environmental Media, iParenting Media Awards, National Education Association, Parents' Choice Gold, EPPY, Japan Prize for Excellence in Multimedia, USA Today Hot Site, Yahoo!igans Cool Site among others.

CONSULTING EXPERIENCE

Principal / CEO

Kristin Martin Media, Glen Mills, PA.

1981 - Present

- Launched independent family entertainment and education development production company.
- Created production plans and budgets for: Viacom, Fred Silverman Productions, Hit Entertainment, Pearson/Penguin.
- Development/Creative Consultant: Scholastic's *CLIFFORD THE BIG RED DOG*, Pearson/Penguin's *PETER RABBIT*, Hit Entertainment's *THOMAS THE TANK ENGINE*, Nickelodeon's *CLARISSA EXPLAINS IT ALL*, *WELCOME FRESHMAN*, *PBS READING RAINBOW*, *RAMONA*, *PUZZLE PLACE*.
- NSF review Panelist

CORPORATE EXPERIENCE

Executive Director/ Executive Producer

HITN-Hispanic Information and Telecommunications Network /PROJECT LAMP, Brooklyn, NY.

Funded by a US Department of Education Ready to Learn Grant

2011 - 2013

- **Pocoyo PlaySet Apps:** Created and developed innovative digital transmedia initiative designed to promote English Language Development (ELD) in 3 to 5 year-old Spanish-speaking English Language Learners (ELLs) across all digital platforms and mobile devices.
- Rewrote, rebuilt and managed Project and Production Plan.
- Recruited and supervised: Content Directors, Instructional Designer, Creative Development, Editorial, Writing, Game Design, and Analytics teams.