

# KRISTINA FRANTZ

*Product Management, Development & Strategy Consultant*

kristina.frantz@gmail.com | 917.974.6711 | Brooklyn, NY

LinkedIn.com/in/kristinafrantz | kristinafrantz.com

## Executive Summary

Product Development Executive with more than 13 years of experience and a great passion for creating engaging online experiences. Experience also includes responsive sites, video strategies, OTT and has managed full teams for complete rebuilds and re-architected sites like artinfo.com and their Art Sales index.

Awards for The Music Experiment: Clio 2014 - Winner Silver for Best Integrated Music Campaign, Shorty 2014 - Nominee for Best use of Social Media & Best Contest

## Experience

### Founder & Product Consultant for Kmediablox, Inc

*(2009 - present)*

For the past several years, I have had the privilege of building online experiences for some of the top media companies and honing in on the following skill sets.

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>● Team Leadership in Agile Environment</li><li>● Large-Scale Site Re-thinks / Redesigns</li><li>● Responsive Design / Mobile</li><li>● Marketing / Strategic Planning</li><li>● SEO Strategies</li></ul> | <ul style="list-style-type: none"><li>● Advertising and Sponsorship Solutions</li><li>● Video Syndications and Strategy</li><li>● Social Media / Communications</li><li>● Data-driven Recommendations</li><li>● Product Roadmaps</li></ul> |
|--|--|

### Clients Include:

MTV Iggy (The Music Experiment: <https://clios.com/awards/winner/3336>), Accedo (Accedo.tv), NBC (Bravotv.com), Entertainment Weekly (ew.com), Big Medium (bigmedium.com), New York Financial Press, JWT on various businesses

### Special Projects

*Kazzam:* Created the supplier-end experience (only) for a B2C marketplace enabling a party thrower to directly book an entertainer, food item, etc. Features include a booking engine to drive availability.

*Orange (France):* Revamped their set top box app store, increased revenue and engagement through personalizations and recommendations.

*Accedo*: Conceptualized their Studio for Pay TV product (<http://bit.ly/2BRwbJD>), re-thinking the cable TV experience with a modular approach and enabling clients to customize standard Pay TV abilities like TV Guides, VOD, App Stores to Android devices.

MTV Iggy (<http://bit.ly/2zL4vV0>): Developed a successful social media game that generated buzz and viral traffic to “The Music Experiment” as well as enhanced brand awareness for their sponsor.

## **Director of Product Development at ArtInfo.com - Highlights**

2011 (consultant)

As Director of Product Development I led Product, Audience Development, Creative/UX, Ad Operations and Client Services, managing a team of 9.

- Collaborated with Editorial, Sales and Technology to identify and lead new sales integration opportunities and initiatives
- SEO strategies, analytics, campaign tracking
- Re-architected, rebranded and launched the new artinfo.com site and Art Sales Index
- Strategic changes to the newsletter sign-up process and design led to increased readership and CTRs

## **Interim VP Product Development & Interactive Media at NYC & Company**

September 2009 - January 2010 (consultant)

NYC & Co ([nycgo.com](http://nycgo.com)) is the official marketing and tourism agency for the city of New York. 5 month engagement as a maternity leave replacement.

- Managed a team of 5 responsible for project management and front-end development
- Developed and launched 2 of their major initiatives for the year along with many sponsored activations

## **Head of Product Development at artnet (2007 - 2009)**

As Head of Product Development for Artnet, I analyzed and managed all Product Development efforts and 3rd party offerings from business goal to final execution leading a team of project managers. Management of the team that developed and launched the first B2B and B2C curated auction platform setting the gold standard for others to follow.

**Sr. Project Manager at JWT/RMG Connect (2005 - 2007)**

**Senior Producer at WebMD (2003-2005)**

**Producer at ID Society (2002 - 2003)**

**Website Manager (Global Ethics Monitor) at Agence France Presse (2001 - 2002)**

## **Education**

Rochester Institute of Technology, BFA Fine Art Photography - 1992



