



CHRISTINA AHN

Delivery lead and production management

✉ me@christinaahn.com

PROFILE

Strategic, resourceful and solution-oriented; I specialize in delivering interactive experiences and programmes. Having led production in US, Asian and EMEA markets for global brands, I'm passionate about solving user needs and bringing innovative concepts to life. I'm a confident leader, thriving on team management and collaborative problem solving.

INTERESTS AND METHODS

With years of experience in both agile and waterfall (and frankenstein) ways of working, I believe that optimal efficiency and quality outputs stem from creating an empowered team and catering to their unique needs and personalities.

My personal passions lie in building strategic, connected digital experience ecosystems and products.

My strongest suits are with leadership, agility and multi-tasking. I love problem-solving, especially over pints with the team.

EDUCATION

Boston University
College of Communication
Bachelor of Science in Advertising

AWARDS + MENTIONS

- + Gold in Social Media, Marketing Magazine, for Infiniti Motors Co Ltd [2015]
- + Google Creative Sandbox Award for Infiniti Motors Co Ltd [2014]
- + Silver in Social Media, Marketing Excellence Awards, for Infiniti Motors Co Ltd [2014]
- + FWA Site of the Day Award for Infiniti Motors Co Ltd [2013]
- + WebAward for Outstanding website development, WMA, for Jack Daniel's [2013]
- + OMMA's Online Advertising Creativity for Jack Daniel's [2013]
- + Silver in Integrated Campaign, Hatch, for Jack Daniel's [2013]

RECENT EXPERIENCE

ANALOGFOLK

Executive Producer

London, UK from 2016 to Present

As executive producer, I am responsible for managing all activity and performance within the Sainsbury's Bank group whilst delivering key technical projects. In addition, I lead the Innovation programme for the Nando's account.

Project Director

Hong Kong, HK from 2015 to 2016

As the production head of the HK office, I established agency processes and tools, managed partnerships and was responsible for project forecasting and recovery rates across the agency, whilst delivering key programmes of work.

As project director for the HSBC account, I was responsible for working with the business to develop and prioritise strategic requirements for products and with production teams to facilitate creative development and production.

TBWA

Senior Producer & Hong Kong Lead

Hong Kong, HK from 2013 to 2015

As production lead for the HK office, I served as the lead PM to the R&D department, oversaw resources for all accounts and successfully transitioned the agency to cloud-based systems and tools.

As senior producer for the global Infiniti account, I was responsible for leading all digital experiences and programmes for the performance vehicles sector.

ARNOLD WORLDWIDE

Digital Producer

Boston, MA from 2011 to 2013

Dedicated to the Jack Daniel's North America account, I led all creative conceiving and digital production for the Jack Daniel's and Zac Brown Band partnership, leading to the growth of a new segment of Jack Daniel's consumers.

ISOBAR

Digital Producer

Boston, MA from 2011 to 2013

Led Lonza's global site redesign and CMS migration.

**Further experience available upon request.*