

# CHRISTOPHER S. HARRIS

## CREATIVE DIRECTOR / SENIOR ART DIRECTOR

9611 Farrell Dr Houston, TX 77070

210.823.7475

chris@harrismind.com

harrismind.com

**Everyone has a passion.** Mine is discovering a brand's story, then building a team to create the next chapters. I'm a motivated, detail-obsessed problem solver with a knack for making the complex...well...simple. Whether traditional or digital, I've partnered with everything from start-ups to national brands to turn concepts into campaigns and turn viewers into buyers.

### EXPERIENCE

#### **Confidential | Creative Director | 10.09-present | Austin, TX**

Conceptualize and develop eye-catching, multi-channel, strategic solutions that exceed client goals – conversions, leads, sales and awareness

Established / managed high-level creative quality standards and processes to increase productivity and profitability

Increase client brand awareness through print, digital, video, social media and interactive solutions

Lead 10+ member in-house and overseas creative, communications and support teams

Manage relationships with multiple outside vendors

#### **KEY SUCCESS**

Increased longtime national client's partnership with agency by over 50% through interaction, concept development and implementation

Led overseas team in creating interactive kiosks for client facility in Ireland

#### **ISDG, Inc. | Creative Director | 02.07-10.08 | Austin, TX**

Developed grab-your-attention branding / marketing solutions to include online presence, collateral, trade show and other materials

Scoped all creative, budgeting and scheduling aspects of agency projects

Maintained relationships with multiple outside vendors

#### **KEY SUCCESSES**

Instrumental in development of est. 25% increase in new business

Increased conversions / sales for three major accounts by average of 35%

Created unforgettable, lasting imprints in conference and trade show arenas through innovative use of atypical branded merchandise

#### **RPM, Ltd. | Creative Director | 03.99-02.07 | San Antonio, TX**

Collaborated with creative and account teams to ensure proper planning, execution, budget and deadline

Trained creative team members in principles of design and software use

Led 15-member in-house creative/support team

#### **KEY SUCCESSES**

Created presentation and marketing plan that secured client a \$600 million government contract

Developed multiple in-store promotions that led to an average 20-35% increase in client traffic / sales

Promoted from Art Director to Associate Creative Director to Creative Director during tenure

### EDUCATION

Art Institute of Houston 12.94

### SKILLS/STRENGTHS

Listening in order to identify core issues

Organized – I consider OCD to be a competitive virtue

Trainer/Mentor

Type Geek

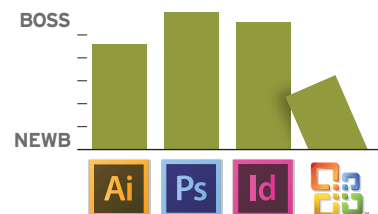
Excellent oral/written skills, provided no one else has to actually read my handwriting

Effective translator between developers, clients and account service

On good terms with most social media

I can find my way around most of Adobe Creative Cloud

My relationship with Office is strained, but we're in counseling



### CLIENTS

Austin Heart

Cerebral Palsy Family Network

Healthcare Corporation of America, Physician Services Group

Janet, Janet & Suggs, LLC

Heart Hospital of Austin

PepsiCo

St. David's Healthcare

St. David's Healthcare Recruiting

The Leukemia and Lymphoma Society

Valero Energy