

Chris Settle

206 719-7319

chrishsettle@gmail.com

Seattle, WA

Portfolio: <http://csettle.com/>

LinkedIn: <https://www.linkedin.com/in/chrissettle/>

Versatile and disciplined marketing and advertising creative leader with over 15 years of experience across many business categories, including B2B and B2C. Highly skilled at producing and managing branded and digital marketing campaigns ranging from startups to established companies, encompassing all forms of media, delivering meaningful interactions to consumers.

PROFESSIONAL SKILLS

CREATIVE LEADERSHIP

- Translating goals into discernable creative briefs to set course and speed
- Ensuring cohesivity of all visual marketing and messaging touchpoints
- Developing 'Scope of Work' (SOWs) documentation for websites, branding, and digital projects
- Authoring and delivering proposals and presentations for creative pitches
- Driving strategic ideation of brand systems, creative, implementation, performance tracking
- Providing creative direction for websites, branding, marketing collateral, and digital content
- Directing copywriting, concepts, scripting, and storyboarding activities
- Guiding content production for video shoots and editing, including animation and motion graphics
- Managing data-informed website UX planning, architecture, content, design, and development
- Leading digital creative development across display, social media, paid, and organic
- Executing data-driven Search- and SEO-informed strategies and practices, AB test proven
- Overseeing creative audits for branding, advertising, digital, and website effectiveness
- Leading team project meetings, progress check-ins, and critical reviews with stakeholders
- Defining project benchmarks, setting turnaround times, and managing through delivery
- Monitoring project systems and workflow processes to ensure objectives remain on point
- Managing Senior- to Director-level staff – as many as thirteen direct reports
- Determining staffing requirements, equipment, and software needs
- Managing vendors: developers, printers, designers, DPs, production managers, copywriters, etc.
- Managing employee performance, focusing on strengths with a collaborative, friendly work style.
- Administering disciplinary action as warranted.

HARD SKILLS

- Expertise: Graphic Design, Typography, Photography, Video Content, Digital Marketing
- MS Office: PowerPoint, Word, Excel, Outlook
- Adobe Creative Suite: Illustrator, InDesign, Photoshop, Acrobat, Bridge, Canva
- Workflow Tools: Function Point, Function Fox, Asana
- SEO/SEM applied strategies
- Google Analytics: Display Certification
- WordPress CMS

EDUCATION

University of Washington
BFA Graphic Design
BA Fine Arts
Minor Communications

EMPLOYMENT ACCOMPLISHMENTS

Director of Creative Services

Destination Marketing, Mar 2006 – October 2021
Mountlake Terrace, WA

Provided creative leadership and managed a diverse studio delivering omnichannel customer engagement.

- Increased design department revenues 300% within a two-year timeframe
- Oversaw the production of hundreds of national, regional, and local TV and radio commercials
- Conceived and executed dozens of brand systems (Logos, IDs, uses, and guidelines)
- Developed creative for traditional and new media for retail, tech, and health/wellness industries
- Provided digital creative for display, social, organic, paid, and email marketing
- Led development team to implement research-informed UX and user-centric design practices, for dozens of simple to high functioning content-driven and e-commerce websites
- Sourced/oversaw implementation of project tracking systems to optimize productivity
- Established service offerings, studio procedures, compensation structure, refined shoot and estimating processes, and managed department budgets

Advertising Design Manager

The Seattle Times, Jun 2002 – Mar 2006
Seattle, WA

Managed and oversaw the creative development of advertising products for retail clients.

- Generated unit revenue of \$10M in 2003, a 43% increase over the previous year
- Developed annual budget, including forecasting, expense planning, and revenue tracking
- Contributed to yearly strategic planning sessions to determine revenue-generating opportunities
- Managed a staff of twelve senior designers and a copywriter
- Organized and led creative teams to maximize performance and efficiency
- Implemented productivity-based incentive program to ignite revenue growth
- Led daily briefings, creative sessions, one-on-ones, staff meetings, and quarterly meetings with sales
- Managed joint projects for Corporate Marketing and Promotions
- Led the deployment of new technology to improve productivity, workflow, and job tracking

Creative Director, Founder

Design Sight, Jun 1996 – Jun 2002
Seattle, WA

Founded and developed all aspects of this award-winning graphic design firm.

- Led the creation of numerous corporate visual brand systems and related materials
- Hired, managed, and developed designers, developers, and marketing personnel
- Partnered with Advertising and PR agencies to deploy comprehensive marketing plans and collaborated with developers and vendors to deliver innovative solutions for clients

Art Director, Designer

BDA, Jan 1995 – June 1996

Managed and led creative during a period of aggressive growth for this leading merchandising agency.

- Developed original artwork for professional sporting teams and enterprise-level tech companies
- Designed and produced merchandising catalogs for corporate clients
- Collaborated with sales team to provide design solutions and win new business
- Managed and negotiated with vendors and printers