

Chris Kelly

www.chris-kelly.com | 203 665 0075 | chillin@chris-kelly.com

Summary

My career encompasses more than 15 years of high-level corporate experience in brand building, strategy, promotions, sales and marketing, POP, POS, web, mobile, and new business development programs. I understand branding, building loyalty in the marketplace and finding stand-out strategies and fresh, exciting, tactical approaches that bring brands to life. Experienced in all forms of consumer and associate marketing ranging from traditional to new media. Uniquely qualified to address the perspectives of the people working with me as well as mediate effectively the technologies necessary to create new opportunities. Have managed teams of all sizes and can effectively apply my 8 years of experience as an Adjunct Professor at the Pratt Institute to mentoring junior staff. Very capable in client facing and new-business positions.

Experience

Now	Consultant/Creative Director	Wilton, CT
	<ul style="list-style-type: none">▪ Creative Lead, interface design, point of sale strategy for new T-Mobile Android launch▪ Complete rebranding and identity system for EES; a leader in clean energy solutions for coal▪ E-commerce website, brand consulting for Robert Graham; a New York based fashion brand sold in more than 1500 stores globally	
2009 – 2010	Founder/Chief Marketing Officer	Wasoobi, Greenwich, CT
	<ul style="list-style-type: none">▪ Web 2.0 start up based on the concept of a Personal Interest Network that breaks the paradigm of the traditional ad model	
1999 – 2009	Executive Creative Director	Ignition13, South Norwalk, CT
	<ul style="list-style-type: none">▪ Led the creative output through the development of identity systems, promotions, POP, POS, marketing programs, interactive platforms, and new media channels for clients including Heineken, Sony, Sprint, Iomega, NBA, Smirnoff, Estee Lauder, Motorola, Guinness UDV, City of Stamford, InDemand, Konica Minolta, AIG, Converse, Timberland, Unicast▪ Responsible for the creative and strategy for the most successful rebate program in Sony's history. A fully integrated campaign consisting of POP, POS, interactive and promotional marketing▪ Regularly hired by other agencies including Ryan Partnership, Northcastle, Colangelo Synergy Marketing, Ben Marketing Catapult Marketing and MNA Creative to consult on new media integration and micro media opportunities▪ Continue to drive growth of Ignition13 with a 20% increase in revenues for 2005 and more than 55% growth the previous year▪ Introduced Viral Marketing, Stream Marketing and integrated customer relationship management programs to clients▪ Conceptualized, led and oversaw new business pitches and efforts▪ Hired and managed all outside vendors and freelancers	
1997 – 1999	Creative Director	Solution: Marketing & Communications, New York, NY
	<ul style="list-style-type: none">▪ Responsible for the design and development of POP, collateral and interactive work for clients including Sony, Hertz, SAP and Minolta.▪ Mentored junior staff▪ Began to realize the benefits of fully integrated marketing campaigns. Helped bring Solution up from a traditional print based agency to a full service one.	
1996 – 1997	Senior Designer	Starter Sportswear, New Haven, CT
	<ul style="list-style-type: none">▪ Created sports related graphics for individual teams as well as leagues. Strong proponent for developing the Starter brand as opposed to merely being a licensee of league names. Helped with this by developing the first Starter website as well as designing the "burst" hat which was the best selling hat in Starter history selling more than 1 million units.	
1995 – 1996	Freelance Art Director, Developer	Stamford, CT

Teaching & Lecturing

2000 – 2008

Adjunct Professor

Pratt Institute, Brooklyn, NY

- Graphic Design
- Photoshop, Illustrator & InDesign
- Photography and the Web
- Interactive Design

I drafted the original syllabus for the Interactive Design course

Technological Skills

Additional list of skills available upon request

I pride myself on being able to use my technological understanding to further develop and advance integrated campaigns that employ novel solutions to complex problems.

Web I am aware of and up-to-date in my understanding of XML, XHTML, CSS, JavaScript and most front-end development environments as well as PHP, ASP.NET and developing solutions for SQL, advanced Adobe Flash and ActionScript. I am a skilled Consumer Experience and Information Architect and have done significant work concepting, architecting, developing and maintaining sites, especially in respect to content managed and integrated development sites. I have experience in both B to B and B to C commerce. This helps me communicate with both creatives and programmers on the web side.

Direct Experience in digital printing and customer databasing technologies. Capable and proficient in concepting and developing solutions for WAP, SMS, and am interested in exploring the possibilities of MMS for developing inclusive direct campaigns

Print Expert in all Adobe development environments, Photoshop, Illustrator, and In-Design. Proficient in Quark and other print output tools. I have taught font development in Fontographer and have began working with Font Lab and have developed over 100 typefaces. I am a very capable typesetter and have taught seminars on the rules of typography. Excellent eye for photography and have worked with both traditional SLR and digital cameras

Viral Managed stream marketers and guerilla campaigns and am adept at developing outside of the box solutions to common marketing needs that employ comprehensive underground brand management techniques, earned media opportunities, syndicated data and controlled information dispersal.

Audio Experience in ProTools, Digital Performer and other sound development environments

Media I am comfortable consulting on best use of media and have worked to integrate offline and online media campaigns. Experienced in developing new thinking around media development that extends beyond the banner/superstitial/Television/Print ad architecture

Office Conversant in all Microsoft Office products