

Chris Stevenson - Writer

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cstevensonportfolio.wordpress.com

EXPERIENCE:

Terri & Sandy Solution Freelance Creative Director

May – July 2016

Led Disney Princess social media account. Managed multiple teams, creating 100+ pieces of creative per month across all social platforms for all 11 Disney Princesses – including programs & activations across the parks with mobile and app integrations.

Colangelo Synergy Marketing Creative Director

October 2013 – March 2016

Led creative for Captain Morgan, Crown Royal, Don Julio and Trojan accounts. Responsibilities included 360 campaign development including TV, social media, digital, print, OOH and BTL. Fostered client relationships and account growth.

Saatchi & Saatchi NY VP, Associate Creative Director

October 2012 – Oct 2013

360 campaign development for variety of accounts including Fiber One, Progresso, Cheerios, Fruit Gushers, Head & Shoulders and Fruit by the Foot. Responsibilities included creating brand platforms – TV, Print, Digital, Social & OOH & BTL.

Publicis Modem NY VP, Associate Creative Director

February 2007 – October 2012

Campaign development with a digital focus for variety of accounts including LG, Fiber One, Progresso, Fruit by the Foot, and Cheerios. Responsible for everything from concept creation to presentation to client.

R/GA Senior Writer

February 2006 – February 2007

Lead writer for Nike account including Nike+ and NikeiD sites. Responsibilities included content creation, program development and advertising. Also responsible for interviews and writing for Nike's online basketball blog – NikeHoops.

Atmosphere BBDO NY Writer

November 2003 – January 2006

Campaign development with a digital focus for variety of accounts including the NFL, Snickers, FedEx, GE, and Cingular.

Grey NY Freelance Writer

July 2003 – November 2003

Campaign development for Crown Royal and Captain Morgan accounts with a focus on TV, OOH and Print.

Mad Dogs & Englishmen Freelance Writer

April 2003 – July 2003

360 turnkey creative for Ringling Brothers Circus to be activated in advance of the arrival of the circus to variety cities.

EDUCATION:

The Creative Circus

Graduated March 2003

Trinity College – Hartford, CT

Graduated with BA in History in 2000