



**HAWKEYE
CREATIVE DIRECTOR**

January 2010 – February 2023

I was the creative director for two of the agency's biggest clients. I worked on and presented emails, direct mail, social media, websites, display, OOH, TV spots, and new biz pitches—all while building client relationships, managing day-to-day projects, and leading talented creatives.

What I learned: Everyone plays a role in the team's success and seeing it all come together is incredibly rewarding.

**JAVELIN
COPYWRITER**

March 2008 – January 2010

I worked on everything from bill inserts, letter kits and self-mailers, to emails, web copy, new biz, and more. One of my pieces drove the client's second-highest direct response rate in 2008.

What I learned: Strong results give me the warm fuzzies.

**IMC2
LEAD CONCEPTUAL WRITER**

June 2007 – December 2007

In seven weeks, my team launched the fresh face of Iams.com. We launched other sites too, along with email campaigns, banner ads, and e-newsletters.

What I learned: The true meaning of teamwork and that yellow triggers creativity.

**BAGWELL MARKETING
COPYWRITER**

December 2006 – June 2007

I helped write and direct my very first TV spot. I stayed pretty busy writing keyword-rich web copy, memorable radio spots, and newsworthy press releases.

What I learned: My suspicions were true — I was born to write.

**FOODWISE GROUP
COPYWRITER AND ACCOUNT
COORDINATOR**

January 2006 – October 2006

My first job outta college and into the biz. It didn't pay much, but it gave me a strong foundation for this ever-changing, fast-paced industry we call advertising.

What I learned: I was made to wear sneakers to work, not suits.

EDUCATION

University of North Texas 2006
Bachelor's in Advertising

AWARDS

Interactive Media Award
Gold Horizon Interactive Award

CLIENTS

AT&T, Google, Iams, SoFi, Edward Jones, FedEx, Perot Museum of Nature and Science, KeyBank, The Thanks-Giving Foundation, FirstNet, and more.

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