



**CHRIS DOUGLAS**

chris@chrisdouglasdesign.com

972.510.9286

**Chicago, IL**

**LinkedIn:** linkedin.com/in/chrisdouglas10

**Portfolio:** chrisdouglasdesign.com

## Creative Strategist & Designer | 10+ Years in Integrated Marketing & Brand Storytelling

Results-driven creative strategist and design leader with 10 years of experience crafting strategic, human-centered solutions for Fortune 500 brands, nonprofits, and mission-driven organizations. Led creative and brand strategy in raising over \$14.5M through a flagship partnership with Google, combining compelling storytelling, brand strategy, and integrated marketing. Leads end-to-end design and campaign execution from brand identity and visual content to social and digital activations while driving measurable impact across platforms. Known for blending creative direction with data-informed strategy to deliver scalable, audience-focused solutions. Passionate about turning bold ideas into design that moves people.

### CAREER HIGHLIGHTS

**\$300+ MIL**

IN UNRESTRICTED FUNDS SECURED,  
A 7.5% YoY INCREASE DUE TO  
SUCCESSFUL MARKETING CAMPAIGNS

**20+**

EXECUTED HIGH-IMPACT EVENTS AND  
TRADE SHOWS, ENGAGING AUDIENCES  
RANGING FROM 500 - 10000+ ATTENDEES

### EXPERIENCE

**NATIONAL 4-H COUNCIL** — Washington D.C.

*January 2022 - Present*

#### Integrated Marketing Communications Manager

- Lead the development and execution of multi-channel integrated marketing campaigns, combining visual design, brand storytelling, and strategic messaging to elevate 4-H's national presence and youth impact.
- Create and oversee the production of branded digital and print collateral, including campaign visuals, pitch decks, social media content, and event materials, ensuring consistent brand identity across all touchpoints.
- Design and manage compelling cause marketing initiatives with corporate partners such as Google, driving awareness, engagement, and funding for STEM, Agriculture, and Healthy Living programs.
- Collaborate with internal teams and agency partners to develop creative concepts and campaign visuals that resonate with diverse youth and donor audiences.
- Write and design donor-facing proposals and presentations to align visual storytelling with strategic goals in order to secure high-value sponsorships.
- Oversee content strategy and creative direction for web, email, and social media campaigns, resulting in increased engagement and program visibility.
- Partner with cross-functional teams to track and communicate program outcomes, using data visualization and design-forward reporting to showcase impact and strengthen donor relationships.

**CHRIS DOUGLAS DESIGN** — Remote

#### Freelance Creative Director

*January 2019 - Present*

- Partner with clients across nonprofit, tech, education, and entertainment sectors to deliver high-impact visual design, brand development, and integrated marketing strategies.
- Design brand identities from the ground up such as including logos, typography, color systems, and brand guidelines to help clients articulate their voice and stand out in the marketplace.
- Create cohesive visual assets and campaigns for web, social media, email marketing, presentations, and print, ensuring consistency across all channels.
- Develop and manage creative strategy for social media accounts, combining content creation with brand storytelling to grow engagement and audience reach.
- Provide strategic consulting on marketing and communications, helping clients align their design and messaging with business goals.
- Collaborate with cross-functional teams such as developers, copywriters, and executive leadership to bring creative visions to life, from concept to final execution.
- Lead messaging, branding, and creative design for 20+ high-profile events and trade shows across industries from global expos like K Fair (100K+ visitors) to corporate activations for Google and mission-driven youth events like Ignite by 4-H.

**DENTSU MEDIA | iPROSPECT — New York City, NY**  
**Senior Account Manager**

*January 2020 - December 2021*

- Collaborated with account teams to translate client requests into project plans, timelines, scopes of work & resourcing needs.
- Led all events execution timelines & project plans across multiple workstreams for all supported brands in my portfolio.
- Developed and maintained current relationships with brands while building new relationships with potential clients & brands.
- Drove strategy, development, & execution of digital/social marketing campaigns across a variety of industries & clients.
- Delivered creatives & data/reports to relevant stakeholders, including deliveries/orders to mailhouse & email marketing house.

**JACKSON HEIGHTS PRODUCTIONS, LLC. — New York City, NY**  
**Digital Marketing and Content Strategist**

*January 2017 - March 2020*

- Developed and managed paid and organic advertising campaigns across platforms including Facebook Ads, Google Ads, and LinkedIn, optimizing for reach, engagement, and conversions.
- Planned and executed cross-platform content calendars using tools like Workfront, aligning campaign strategy with brand goals and seasonal trends.
- Wrote and edited content for blogs, social media, digital ads, email drip campaigns, landing pages, guides, and websites—tailored for engagement, SEO, and brand voice.
- Conducted keyword research and implemented SEO best practices to improve search rankings and drive qualified web traffic.
- Analyzed campaign performance using analytics tools to extract insights, identify optimization opportunities, and inform future strategy.

**SWYCH INC. — Dallas, TX**  
**Social Media & Brand Ambassador Program Manager**

*January 2014 - December 2016*

- Launched and led a nationwide brand ambassador program across 30+ university campuses, building brand awareness and customer engagement at scale.
- Developed and executed integrated media strategies for brand marketing and advertising across digital, social, and traditional platforms.
- Directed all marketing and public relations efforts, aligning internal and external communications to establish a unified brand voice.
- Created and optimized digital marketing strategies grounded in ROI analysis, driving measurable growth across paid, owned, and earned channels.
- Played multiple cross-functional roles during the startup phase, contributing to marketing, creative, operations, and business development—adapting quickly in a fast-paced, high-growth environment.

Integrated Marketing Campaigns ▪ Creative Direction ▪ Global Brand Strategy & Partnership Mgmt  
Social Media Engagement & Ad Strategy ▪ B2B Strategy ▪ 360° Marketing ▪ Tradeshow & Event Mgmt ▪ Project Mgmt  
Customer-Facing Collateral ▪ Design Systems ▪ Product Design ▪ UI/UX ▪ Web ▪ Motion

**Systems:** Full Adobe Suite (Illustrator, Photoshop, etc.), Google Suite, Salesforce, Wix, Wordpress, ChatGPT, SOW, Collaboration Tools (Slack, Asana, etc.), Figma, Miro, Video (Davinci, Final Cut, etc.), Google Analytics, Email (Mailchimp, Hubspot)

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**EDUCATION**

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**University of Mississippi**

Bachelor of Science

Major: Integrated Marketing Communications

Minor: Graphic Design

*Graduated December 2016 | Oxford, MS*

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