

CHRISTOPHER WEBER ("WEB") - CREATIVE DIRECTOR

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SUMMARY: Award winning, hands on Creative Director corporate and agency experience. A graduate of Minneapolis College of Art & Design with a B.A. Visual Communications. A proven creative leader who implements strategy and marketing programs into emotionally connected graphic design, print and digital assets. Leads art directors, designers, writers, and project managers. Partners with marketing and leadership teams to deliver brand storytelling to inspire action, brand loyalty, and revenue.

SKILLS: Leadership, Team building, Brainstorming, Copywriting, Human Centered Design, UX/UI, Social media, Presentation skills, Photo/Video/Animation direction, Adobe Creative Suite, Process refinement, Budgeting, Asset management, Project management software. Leads with empathy. Practices radical candor and servant leadership. 2 ears. 1 mouth.

COMPETENCIES • Manages creative process • Creative strategy • Partners with multidisciplinary teams • Lead/Directs creative • Defends brand • Leads client pitches/proposals • Oversees timelines and budgets • Liaison with senior leadership • Hires/trains creative staff • Promotes career development/feeds creative souls

EXPERIENCE & ACHIEVEMENTS**CREATIVE DIRECTOR - WAYTEK - AUGUST 2024 - PRESENT**

Leads the Creative Team. Provides creative direction for print & digital assets. Directs photography and video content.

Directs creative for catalogs, direct mail, digital, social, email campaigns and special projects for Waytek Brand.

SENIOR MANAGER - BRAND + CREATIVE - NORTHERN TOOL & EQUIPMENT - MARCH 2023 - JUNE 2024

Led a Creative Services team of 7 Designers/Art Directors. Provided creative direction for print & digital assets. Directed storyboarded & photography and video content.

Directed creative for catalogs, direct mail, digital, social, email campaigns and special projects for NTE Brand.

SENIOR CREATIVE CONTENT MANAGER - MASON COMPANIES INC. - SEPT. 2021 - MARCH 2023

Led a team of 9. Provided supervision for copywriting, editing and image coordination for Creative Services. Managed the development of photography and promotional content for multiple brands. Directed creative for catalogs, special projects, direct mail, interactive, social media, and email campaigns.

CREATIVE DIRECTOR - BLUESTEM BRANDS - 2015 - 2020

Led a cross functional team of creatives, production designers, and project managers for a 2 billion dollar retail business. Partnered with marketing and merchandise teams on strategic campaigns for multiple brands. Launched in-house private label brands, directed naming, brand identity, and creative for each. Directed B2B/B2C assets, direct response, social media, interactive, video, and customer experience assets instrumental in connecting consumers to multiple brands. Aligned website and catalog channels. Streamlined processes and operations across multiple business units under demanding deadlines and budget constraints. Generated incremental sales of \$26M in 1 year for Paycheck Direct. Grew YOY revenue 52% while improving advertising efficiency 16%. Instrumental in \$77M in revenue. Partnered with marketing to maximize a \$9M budget. Developed a marketing strategy based on testing, to improve advertising efficiency by 54% by using digital display, retargeting, paid search.

DIRECTOR OF CREATIVE SERVICES - MOCO ADVERTISING - 2012 - 2015

Key stakeholder in agency processes and operations. Led a cross functional team of creatives in design and development of strategic campaigns for major clients.

Directed B2B/B2C assets, CPG, social media, interactive, video, radio, retail, and shopper marketing. Instrumental in new business pitches and MOCO brand consistency.

CREATIVE DIRECTOR - SHINEBOX CREATIVE - 2009 - 2012

Led a cross functional team of creatives through design and development of strategic campaigns for major clients. Directed projects for online,

B2B/B2C assets, brand identity, in-store retail, live-action, interactive, social media, and CPG from conception to execution under strict budgets and deadlines.

CREATIVE DIRECTOR - BEST BUY - 2007 - 2009

Led associate creative director, art directors, and copywriters. Collaborated with business and retail teams to promote vendor brands within the store environment

under confines of the BB brand. Responsible for the creative direction and design of in-store experience/campaigns. Directed B2B/B2C assets, interactive,

live action/motion. Launched numerous multi-channel consumer facing retail experiences. Directed BB agency relationships for Geeksquad and the BB brand.

CREATIVE DIRECTOR - WEBER ADVERTISING & DESIGN - 2005 - 2007

Full service agency. Creative direction for print & digital assets, photography and video content. Directed creative for catalogs, direct mail, digital, social, email campaigns.

CREATIVE DIRECTOR-ACCOUNT MANAGER - STAR TRIBUNE - 1995 - 2005 - ART DIRECTOR / ASSOCIATE CD / ACCT. MANAGER

Led a team of 5 creatives. Directed strategic campaigns for over 75 major advertisers resulting in over \$10M in revenue. Responsible for creation of B2B/B2C print, television, radio, direct mail, and advertorial design for ST and outside advertisers. Managed entertainment category to \$5M dollars in annual billings of revenue growth.

BRAND EXPERIENCE & AWARDS BRANDS: TARGET•3M•BEST BUY•HEALTH EAST•FINGERHUT•MASON COMPANIES•DREAMWORKS•STAR TRIBUNE•TIVO•WARNER BROS.•HONEYWELL•CABELA'S•LAND O'LAKES•BLUESTEM BRANDS•SQUARE DEAL MARKET•SONY•MENARDS•CERWIN VEGA•MOA•FILTRETE•MARSHALL FIELD'S•US BANK•SUN COUNTRY•POST-IT•INGERSOLL RAND•IKEA•PARAMOUNT•CUB FOODS•MN TWINS•CHAMBERLAIN•PAYCHECK DIRECT AWARDS: AD-FED SHOW WINNER•PRINT REGIONAL DESIGN•STEP GRAPHICS•NAA WINNER•CREATIVITY 29 ANNUAL•GIANT GRAPHICS ANNUAL•STEP GRAPHICS ARTICLE:"IN-HOUSE AGENCY"