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Chris Snee

Creative Director / Marketing Professional



Education

Temple University, Tyler School of Art.
BFA Graphic Design. Class of '04



Portfolio

ChrisSneeCreative.com



Awards

Franklin Award: Outstanding Brochure Design.
Neographics '08 and '11

Software & Tech Skills

- AdWords • Bronto • Ebizmarts POS • Hubspot • HTML/CSS
- Illustrator • InDesign • Mailchimp • Magento • MAC/PC
- Microsoft Office • Premiere Pro • Photoshop • Podio
- Shopify Plus • UX/UI • Wordpress

References

Neil Harner 215-284-3624 | Owner / CEO Inverse Paradox Agency.
Interactive Designer & Professor at Philadelphia University

Robert E. M Lloyd 267-524-2683 | Assistant Teaching Professor at Drexel University's Antonette Westphal College of Media Arts & Design

Michelle Goldstein 215-801-4263 Marketing Consultant

Melissa D. Quintana 215-823-9429 | Marketing Manager at Healthcare Services Group

Work History

Boathouse Sports '17-Present

Director of Marketing

- Drive online growth with clear and consistent brand messaging.
- UX/UI design of Shopify Plus eCommerce site.
- Manage production of annual sales catalog and printed marketing material.
- Manage production of seasonal product photoshoots
- Drive revenue and customer acquisition with Google AdWords (4x+ ROAS).
- Development and management of social media influencers campaign.
- Plan, design and execute email marketing with Mailchimp and Hubspot.
- Grow social media presence on Facebook, Instagram, Twitter and LinkedIn.
- Plan and manage marketing budget for efficiency across channels.
- Strategic copywriting for SEO, inbound marketing and social media.
- Collaborate with senior team on seasonal GTM strategies for new products.

Jofit Apparel '14-'17

Creative Director

- Established Jofit's branding, tone and visual design elements.
- Provided guidance and creative direction to designers and developers.
- Management of Magento eCommerce website.
- Director of eBizMarts POS to Magento integration project.
- Implementation of PPC, SEO, affiliate marketing and blogging programs.
- Digital design of website graphics, email campaigns and social ads.
- Print design of catalogs, look books, ads, and direct mail collateral.
- Event and exhibit design for tradeshow, retail locations, and events.

Temple University '15-'17

Adjunct Professor, School of Media & Communications. Dept. of Advertising.

Through lecture, reading, and critique, emphasis is placed on combining the fundamental tools of graphic design with creative brainstorming to arrive at fresh, strategic concepts for advertising.

Environmental Tectonics Corp.....'06-'14

Graphic Designer / Art Director

- Art direction and management of in-house creative team.
- Drexel student co-op mentor and educator.
- Collaborate with management to craft marketing/advertising strategies.
- Led the 2013 corporate rebrand initiative (logo and brand identity).
- Developed 32-page style guide to enforce post-rebrand standards.
- Point-person for product aesthetics and industrial design.
- Designer of product logos, branding and decals.
- Print design for catalogs, sales collateral, and Annual Reports.
- Web design to support 14 unique business unit websites.
- New media design (videos, applications and software interfaces.)

LA Weight Loss Franchise Co. '04-'06

Junior Designer

- Print design under the direction of the Creative Director.
- Assisted in branding sub-franchise, Shape in 8.
- Product packaging and POS displays for weight loss products.
- Illustrated 300 exercise graphics for workout database.