

Christopher Lee Rubin

CD/Writer/Brand Strategist

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Summary

Seasoned, award-winning creative professional with extensive conceptual creative, writing, editing and production experience on complex integrated projects. Captain of globally diverse multidisciplinary teams; hands-on leadership informed by years as concept generator, copywriter and design director. Possesses deep understanding of, and boundless enthusiasm for, online and digital technology. Widely regarded for concise and compelling communications and thoughtful, effective leadership.

Software

Mac/PC: MS Office Suite; Adobe CS suite, OmniGraffle, Pages, Keynote

Education

Study in sociology,
University of Florida,
Gainesville, Florida, 1990-1994

ChrisRubinCreativ, San Francisco, California
(agency; clients include NETGEAR, Design Partners, Microsoft, HTC Vive, SoFi, SigFig)
Freelance CD/Content Strategist/Copywriter

Accenture—POD, San Francisco, California
(agency; clients included Google, T-Mobile, Disney, Cisco, Ford, Salesforce)
CD/Copy Lead

- Led and facilitated Design-Thinking-driven sessions with Sr. Leadership
- Collaborated on, crafted, and presented creative concepts for \$10M+ pitches
- Conceptualized and facilitated unique concept-driven experiences
- Win rate = 88%+ w/ total new business revenues of \$1B over 12-month period

Razorfish, San Francisco, California
(agency; clients included Microsoft, Intel, Wells Fargo)
Freelance Associate Creative Director, Copy (ACD)

- Developed and directed branded creative from a copy and messaging perspective

Sequence, San Francisco, California
(agency; client Chevron)
Freelance Senior Writer

- Developed and directed branded creative from a copy and messaging perspective

Organic, Inc., San Francisco, California
(agency; clients included PepsiCo, Quaker, Nike)
Freelance Senior Copywriter

- Developed and directed branded creative from a copy and messaging perspective

Fantasy Interactive, San Francisco, California
(agency; clients included Sony, Google, Xbox)
Senior Writer/Editor/Producer

- Wrote, edited and produced all Case Studies and blog posts on F-i.com
- Wrote and edited copy for client projects including Sony, Google and Nickelodeon
- Managed and directed enterprise-level digital productions for flagship accounts

CBS Interactive, San Francisco, California
(agency; clients included CBSSports, CNET, GameSpot)
Senior Interactive Project Manager

- Served as primary client liaison for design & development teams, translating objectives into task-based assignments across all four major business units

BusinessOnLine, San Diego, California
(agency; clients included American Red Cross, HP)
Head of Design and Development

- Crafted creative strategy and directed implementation
- Rebranded department as *CreaDev*, established formal creative presence and process; conceived CreaDev mission, vision and values

SiteLab Interactive, San Diego, California
(agency; clients included Intuit, Watkins, HP)
Senior Project Manager

- Marshaled and directed agency's first dedicated cross-discipline account team

Proffer Financial, San Diego, California
(in-house; financial-services; clients included Wells Fargo, WaMu, Countrywide)
Sales and Online Marketing Manager

- Boosted revenue by 28% in 12 months; Wrote & produced promotional microsites; Provided direction and oversight for 30 AEs

Hard Rock Café International, World HQ, Orlando, Florida
(in-house; entertainment, F&B)
Writer/Editor/Producer, HardRock.com

- Devised and piloted execution of creative strategy for *Hard Rock Online*; Built *Hard Rock Mystery Tour* sweepstakes & produced Telly Award-winning music video