

# CHRIS AD/DESIGNER FARIA



LEADERSHIP  
PEDIGREE  
INSIGHT  
DETERMINATION  
EXCELLENCE  
GRIT

- **Brand Cider** (Formerly Ad Genie Creative)  
2012 - Present // Denver, Colorado // Dallas, Texas  
Freelance Creative Service and Brand Consultancy  
Notable Clients/Assignments:  
**Digital First Media** // Denver, Colorado  
**Stonebridge Companies** // Englewood, Colorado  
**George K. Baum & Company** // Denver, Colorado  
**Sandia Advertising** // Colorado Springs, Colorado  
**JC Penney** // Plano, Texas



- **Ignite Matchmaking Service** (No Longer in Business)  
July 2008 – April 2012 // Arvada, Colorado  
Art Director/Brand Creative, instrumental in the growth and execution of branding and conceptual strategies; defining voice and tone across all advertising channels and audiences (B2C)
  - Media included print, social, radio, OOH, and digital
- **Innovative Consulting Group**  
May 2008 – Sept. 2009 // Lakewood, Colorado  
Freelance art direction/graphic design for print and web (B2B & B2C multi-collateral marketing, identity and branding)
- **Velocity Media Inc.** (Full-Service Boutique Agency)  
Feb. 2007 – May 2008 // Denver, Colorado  
Creative Director who developed and oversaw concept, design, and strategic execution of client accounts and agency projects including but not limited to digital, print, OOH, and broadcast
  - Collaborated with account team to win new business
  - Provided messaging for a variety of print and broadcast creative, including promotional and branded ad content and collateral
  - Managed all facets of broadcast production including script writing, casting and supervision of editors and/or motion artists
  - Initiated overhaul of Velocity brand and identity
- **Ad Genie Creative** (Entrepreneurial Startup)  
Sept. 2005 – Dec. 2006 // Tampa, Florida  
Launched new creative services consultancy with projects varying from copy direction and design to marketing communications/collateral
- **Denver Newspaper Agency** (Denver Post/Rocky Mountain News)  
Sept. 1999 – April 2005 // Denver, Colorado  
Print and Interactive Designer who consistently performed beyond job title to provide art direction and new business development ideation for both newspaper Design Groups
  - Concepted and developed live and spec creative, managing multiple deadlines and concurrent projects across numerous media channels and constituents
  - Attended training and development to support the needs and demands of an increasing online/digital workload
  - Demonstrated ability to fill-in for copywriters

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## EDUCATION



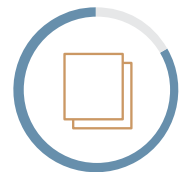
### B.F.A.

Graphic Design/Visual Communication  
Arizona State University

## TECHNICAL



Art Direction  
Storytelling & Branding



Copy / Script Writing  
Print Design



Digital Design



Audio/Video Editing