

CHRIS PROBST

FOUNDER/PRINCIPAL, PERFECT LIGHT PRODUCTIONS

Minneapolis, MN

chris@chrisprobst.com

612.360.7632 mobile

Multi-channel brand management professional offering over 20 years industry experience managing marketing and creative teams.

Expertise in overall brand marketing and strategic content development, photography, videography, website production, complete television video production and web/mobile/digital signage content development, comprehensive cross channel promotion strategy, and management of network design and implementation.

Ability to combine marketing and production skills with product knowledge, creative management and direct to consumer sales management skills, designed to achieve a premium business execution and customer experience.

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CAREER HIGHLIGHTS

Management of multiple marketing/creative teams of 50+ to support live shows, websites, mobile & social creative for 83 million HH network & international health club company.

Concept, completion and management of a multi-million dollar digital signage network for Life Time. Includes clubs nationwide scale

- 13 zones and 40+ digital displays each.

Leadership of multiple web/mobile video integration projects, delivering a 5% conversion increase YOY, adding incremental sales exceeding \$80 million/annually. Leadership of 3 integrated network brand redesign initiatives, resulting in company savings of \$15+ million.

Development of multi-channel web video strategy -creation & execution of over 12,000 videos annually.

Management of annual operating budget of over \$1.5 million, consistently meeting and exceeding goals.

Key player in creation of the Today's Top Value key item project, driving 30% of ShopNBC total sales volume.

EXPERIENCE

Vice President, Creative Marketing

Chanhassen, MN
Nov 2015 - Oct 2017

Life Time Fitness

Responsible for managing internal creative agency of 50+ designers, writers, production artists, project managers, interactive producers and a video/photo studio content team to support Life Time brand and marketing campaign development.

Manage, from concept to live production, a complete digital signage network including 40+ screens / 17 zones featuring unique content currently scaling to reach over 1.5 million members. From print to digital, cost savings estimated at \$1 million/year.

Leader and partner in a complete refresh of the Life Time brand, from initial customer concepting through style guide development to in-club campaign production.

Manage luxury brand marketing strategy creative work for 21 businesses inside the Life Time parent company at a budget of \$6+ million/year.

Vice President, Creative

Minneapolis, MN
Jun 2004 - Present

EVINE Live

Responsible for global brand development and maintaining brand integrity
execution through web video, promotion, product, programming and on-air production.

Manage team of producers, website designers, copywriters, art directors, motion graphics, on-air promotions, web video, show support & digital Imaging departments

- resulting in multiple years of consecutive positive EBIDA gains, unprecedented at ShopNBC.

Create and manage high level promotional strategies designed to increase profits using multi-channel mediums. This includes introduction of site-wide web video, email campaign support, mobile platform video development and print marketing support.

Leader in development and execution of comprehensive global brand marketing campaigns. Includes established multi-million dollar lines, new product launches, cross channel strategies, multi-media marketing campaigns

Previous progressively responsible roles within the organization:

Director of Marketing

- TV Creative/Sales, Director On Air Image, Brand Design
Director, Marketing Promotions Director

Sr. Producer

St. Petersburg, FL
Oct 1997 - Jun 2004

HSN - USAinteractive

Created innovative national/international television commercials and promotion in coordination with buyers, producers and vendors to drive viewership.

Executive Producer for all aspects of production campaigns including, creative, writing, editing, coordination and staff supervision, producing over 2,000 1 min. spots. Annual savings +\$4M in production costs. "What to Watch", "This Day on HSN", "ShopTalk".

Supervised a production team and editing staff producing original promotional commercials helping to exceed HSN sales expectations by \$1.82M.

Promotion Producer

St. Petersburg, FL
Mar 1997 - Dec 1999

WTSP TV - Gannett

Supervised copy writing, editing, production and promotion for all news and special series programming, helping to improve station rating from 3 to 1 in the market.

Executive Producer for over 500 spots, plus year-end sales tapes and specials.

Expertise

- working knowledge of television cameras, lighting, editing, and audio equipment.

Media Relations Specialist

Baltimore, MD
Jul 1994 - Jan 1996

Maryland State Lottery

Managed over 50+ promotions annually

Management and design of newsletters, promotion campaigns, "winner programs", community outreach and various business awareness programs.

Internship

Washington, DC

WDCA TV - Fox

Internship

Baltimore, MD

WBAL TV - Hearst-Argyle

CLIENTS/PARTNERSHIPS

Paula Deen
Andrew Zimmern
Life Time Fitness
Nicole Curtis
Marshawn Lynch (Seattle Seahawks)
Cindy Crawford
The Plaza, NY
Suzanne Somers
Randolph Duke
Iron Grip
Tony Little
Jennifer Flavin Stallone
Scala
Raquel Welch
Susan Lucci
Ted Gibson
NFL, MLB, NBA
Southwest Airlines
Movado Watches
Richard Simmons
Toshiba
Sheer Cover
LeVian Jewelry
Billy Mays
Samsonite Luggage
Christopher Lowell
Frankie Avalon
NBC
Access Hollywood
Sony
Garmin
John Tesh
Waterford Crystal
Intellegent Nutrients
and more ...

EDUCATION

Bachelor Science - Communications/Journalism

West Virginia University

Morgantown, WV
Aug 1990 - Jun 1994

Chris Probst

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