

Chris Schifando

CONTENT CREATOR: WORDS, STRATEGY, PRODUCTION

NYC

cschifando@gmail.com

908-217-4365 mobile

Website: <https://grapefruit-owl-catw.squarespace.com/>

I would like to apply my conceptual, strategic, writing, and leadership abilities in an Executive Creative Director role to create work that is idea-driven, highly compelling, and media agnostic. Collaborative and open, I embrace working with diverse teams internally and externally to develop work that people seek out and want to share. I relish delving into competitive data, market research, and audience insights to ground ideas in authenticity and truth before wrapping them in executions that can't be ignored. I thrive on distilling and simplifying complex things into easily understandable, enjoyable, and consumable content. Like plastic waste, content is everywhere, strewn across our social media feeds, email accounts, and real-world experiences, we need to create only what is necessary and ensure that when we do create something it is truly valuable.

Skills:

- Conceptual thinker able to weave stories, experiences, and ideas from products and services.
- Ability to develop content independently and lead others.
- Knowledgeable in developing strategies that can be pulled through into executions.
- Production experience – Spent the bulk of my career on set and in edit bays working collaboratively with external partners.
- Understanding of SOW's and the pitfalls involved with staying on budget and on track.
- Love of social media and speaking to audiences in a way that is true to the platform.

Experience

Creative Director/Writer

Ogilvy & Mather, New York

New York

Apr 2016 - Jun 2017

Creative Director/Writer

New York
Apr 2015 - Mar 2016

Freelance - Y&R

Creative Director/Writer

New York
Dec 2014 - Apr 2015

Freelance – Figliulo & Partners

Creative Director/Writer

New York
Apr 2014 - Nov 2014

Freelance – Grey, New York

Creative Director/Writer

New York
Mar 2014 - Mar 2014

Freelance – CHI & Partners

Creative Director/Writer

New York
Dec 2013 - Mar 2014

Freelance – NBC/Universal

Creative Director/Writer

New York
2012 - 2013

Deutsch, New York

Creative Director/Writer

New York
2010 - 2012

Mcgarrybowen, New York

Creative Director/Writer

New York
2006 - 2010

Merkley & Partners

Associate Creative Director/Writer

New York
2005 - 2006

DDB, New York

Senior Writer

Deutsch, LA

Los Angeles
2001 - 2005

Writer

TBWA Chiat Day, LA

Los Angeles
1997 - 2001

Writer

Crispin Porter + Bogusky

Miami
1996 - 1997

Writer

Earle Palmer Brown, Richmond

Richmond
1995 - 1996

Content Story Lead

IBM

Lead the content development of best-in-class work for IBM's internal creative agency. Champion great ideas and innovative thinking. Develop an internal community and upskill peers through guild sessions that educate and inspire. Build brand relevancy with content that connects with audiences and demonstrates IBM expertise.

New York
Aug 2016 - Present

Education

Bachelor of Arts, English

New York University

New York

School of Visual Arts

New York

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