

Chris Grayson | Creative Strategist

Recognized thought leader with expertise in digital marketing strategy, emerging trends, mobile, augmented reality, social media campaigns including Facebook applications, Facebook Connect and user generated content sites. Successfully launched integrated 360° campaigns across digital, print, DM and broadcast.

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EXPERIENCE

Chris Grayson & Associates, LLC, New York City, 2002 – Present

Creative Consultant - Art / Creative / Design Direction & Digital Marketing Strategy
Keeping clients on top of emerging digital trends.

Clients have included–

- **G2:** (Grey Interactive) Design Lead for GSK/Panadol online style-guide for 85 global markets. Art Direction & Design for various M&M'S and MARS Candy initiatives including MARS Candy 2009 Trick-or-Treat Facebook App, Website for M&M'S Premiums and related Facebook & Twitter pages, Facebook Connect website for MAR'S "Free Chocolate Fridays," and an online campaign for M&M'S Dark Chocolate, featuring The Addams Family™.
- **McCann Relationship Marketing** (MRM Worldwide): Art direction of Pro-Digital SLR website for Nikon– Winner: 2004 Gold Addy, NY "Best Multi-Media Campaign." Additional projects for Intel, and New Business.
- **ThinkMusic:** Pitched and won this to-the-trade online music licensing marketplace. Contributed the key competitive differentiator as covered in Billboard magazine, May 10, 2008.
- **IMC2:** Web Design on Pfizer/Lipitor account.
- **McGarryBowen/Continuity:** UI Design for wall-sized proprietary touch-screen platform. Client under NDA.
- **MMi:** New business for Cosmopolitan/Hearst. Designed UGC site for Better Homes & Gardens/Meredith Publishing.
- **DraftFCB:** Both DM & Online campaigns for Hewlett-Packard Integrity Servers and HP workstations.

H+ Magazine, 2009 – Present

Contributing Writer, covering Art at the intersection of Technology.

Ogilvy, New York City, 2004 – 2007

Perma-lance Integrated Art Director

- Member of the restructuring committee for BAM (Brand Asset Management), set up to review existing processes with the goal of creating workflow efficiencies, tightening quality control, expediting turn-around.
- American Express Consumer Gold Card: Concepted and sold a new vignette for a high performing DRTV spot, and spin-off 30 second spot which remains in high circulation to this day.
- Sold multiple 360° campaigns to Time Warner Cable, including DRTV, DM, print and online. The success of the marketing strategy noted with articles in both the New York Times and the Wall Street Journal.
- Other accounts: Chandon Sparkling Wines/LVMH, Pfizer, Lilly, Unilever, Ford Genuine Parts, SAP.

Euro RSCG, New York City, 1998 – 2002

Senior Art Director

- MCI, B2B: Key player in developing the client's online marketing strategy. Sr. creative over online campaigns with \$1.25MM in creative against \$9MM+ in media. Netting 1,600 qualified leads for business class telecom products. 300%+ growth for two consecutive years (One Show Nomination & Merit Award, and Silver Ad:Tech).
- Intel, Business to Business: Winner of a Silver Ad:Tech Award "Best Business To Business" for Intel's "V-Tune" software. Led online creative for "in the surge economy" brand campaign.
- Other accounts: JP Morgan, Nasdaq, Philips Electronics, Vindigo, Network Solutions, Volvo (Silver Ad:Tech)

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TECHNICAL

Expert skills with Adobe Creative Suite: PhotoShop, Illustrator, InDesign.
Expert skills in Apple Keynote presentation software for rich multi-media presentations.
Basic video editing skills with Apple Final Cut Pro, and other video applications.
Experience managing live streaming-video events.
Knowledge of various 3D modeling applications and many other pieces of specialized software.
Expert understanding of the capabilities of Flash, HTML, CSS, JavaScript and other relevant technologies.
Experience with content managed websites using both custom and off-the-shelf solutions.
Digital photography experience (Canon SLR).

EDUCATION

Pratt Institute- Architecture Major
Memphis State University - AP Honors program: Computers in the Human Context
Memphis College of Art- Fine Art Major

RECOGNITION

Gold, Addy, NY - "Best Multi-Media Campaign" – Nikon, Nikonography
WebAward - "Standard of Excellence" - Nikon, Nikonography
Silver, @d:tech - "Best Business To Business Campaign" – Intel V-Tune
Silver, @d:tech - "Best Branding Campaign" – Volvo for Life
Silver, @d:tech - "Best Business To Business Campaign" – MCI Conferencing
One Show Nomination & Merit Award - "Beyond the Banner" – MCI Worldphone Card
ReadWriteWeb - Top 10 Twitter Lists to Follow
Judge - The Art Directors Club of New Jersey Awards

OTHER

Co-Organizer of ARNY - Augmented Reality New York
Member of MoMA

REFERENCES

Spectacular endorsements are available. Just ask!

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