

DILLEN! DANGER!

DECIDER.COM / NYPOST

DIGITAL EDITORIAL DESIGNER NEW YORK, NY OCTOBER 2016 – PRESENT

- Lead creative resource for the first entertainment and pop culture site created to help today's on-demand generation discover the best streaming content through a blend of pop culture expertise and hilarious insight, part of the Post Digital Network.
- Create and execute on revamped Decider.com aesthetic including website, Facebook, Instagram, Tumblr, Twitter and Snapchat
- Support and collaborate on creative requests for 10 Fulltime and 10 Freelance journalists, encompassing everything from lead article art to infographics, gifs, timelines, flowcharts and miscellaneous creative needs
- Help plan and visualize approach to collaborative projects between multiple stakeholders
- Deep industry research surrounding both competitive content and brand impact.
- Ability to curate Decider.com brand to stand out in a crowded newsfeed environment and ensure laser-focus on Decider.com target audience.

LIVINGSOCIAL

CREATIVE DIRECTOR, NATIONAL ACCOUNTS NEW YORK, NY AUGUST 2011 – APRIL 2016

- Lead all creative services and execute deliverables for the National Sales Team including pre-sale mocks, decks, live campaigns, marketplace tools, product development initiatives, experiential engagements and customized integrations, ensuring consistent LivingSocial branded messaging
- Pre-visualization, content strategy, creation and deployment of new advertising sales products and associated internal and external facing materials
- Facilitate regular strategic sessions on creative approaches and positioning for our go-to-market strategy on both new and existing business, continuing to evolve our perception in the marketplace
- Part of the team that sold through highly-customized partnerships like the Chevy/Isaac Mizrahi integration and pop-up shop, Pepsi Now, and two of the best performing deals in internet history, Starbucks and Whole Foods
- Worked on both live and pre-sale integrations for various National and Global Brands including Amazon, Burger King, Wal-Mart, Costco, Victoria's Secret, Volkswagen, Reebok, Disney, and T-Mobile

APSSAVVY

CREATIVE SERVICES MANAGER NEW YORK, NY JANUARY 2011 – AUGUST 2011

- Helped develop full go-to-market rebrand concept for appssavvy, focusing on image and messaging
- Created and implemented successful omni-channel, appssavvy-branded campaigns communicating the value of in-game, in-app, and cross-channel advertising for top brands including EA, Coca-Cola, Toyota, Ubisoft, Heineken, Lexus, Sprint, Sony, Revlon, McDonald's, Dentyne, Kohl's, Target, Microsoft, and Kraft
- Created Lay's Facebook fan page, an essential part of the Frito-Lay/Farmville integration, which made the Guinness Book of World Records for the most "likes" in a 24-hour period
- Recruited creative talent, managed, and mentored production artists and designers

DESIGNER NEW YORK, NY SEPTEMBER 2009 – JANUARY 2011

- Developed product marketing materials that communicated the appssavvy value proposition
- Quickly visualized and designed custom assets for all collateral, pitches, RFPs, videos and live campaign work
- Well-versed in multi-channel platform advertising, including mobile, social, display, print, environmental, and in-console

VAULT.COM

SPECIAL PROJECTS CONTENT MANAGER NEW YORK, NY NOVEMBER 2008 – SEPTEMBER 2009

- Managed all content pertaining to the April 2009 brand re-launch of Vault.com
- Managed and facilitated relationships between all copywriters, designers, and project managers
- Determined and managed all deadlines and quotas needed to ensure on-time re-launch

EXPERIENCE, TRAINING, & EXPERTISE

High levels of proficiency in Keynote, The Adobe Creative Suite including Photoshop, Illustrator, InDesign, After Effects, Final Cut, Shake, Maya, ZBrush, Autodesk SketchBook Pro and Unreal Editor

EDUCATION & MILITARY EXPERIENCE

FULL SAIL UNIVERSITY WINTER PARK, FL 2008

Bachelor of Science in Computer Animation: Awarded prestigious Course Director's Award

UNITED STATES MARINE CORPS FT. WORTH, TX SEPTEMBER 1999 – SEPTEMBER 2004

Sergeant of Marines: 3 Naval Achievement Medals, Honor Guard, MCMAP Instructor, Toys For Tots

CHRISTOPHER DILLEN PHELPS

628 VANDERBILT AVE | BROOKLYN, NY 11238 | DILLENANGER.COM | DILLENANGER@GMAIL.COM | 817.658.8550