

Christopher Berry

Art Direction
United States

View the full portfolio at <http://www.thecreativefinder.com/chrisberry>

Professional Experience and Curriculum Vitae

I'm a young, strategic and driven art director who's already answered big challenges. Now I'm looking for even bigger ones.

Started off my career as one of the few junior creatives and hit the ground running supporting and leading creative work on various Coca-Cola brands including the following Minute Maid, Simply Orange, Diet Coke, Vanilla Coke, Cherry Coke and Coke Blak.

Continually received high marks in reviews and was promoted to senior art director where I continue to expand my knowledge by moving into the digital arena. As my first interactive assignment I took on the Monopoly at McDonald's Online Game. At the same time adding branding experience with work for the Big Ten Conference.

Previous Clientele

Coca-Cola (Simply, Minute Maid, Classic, Diet Coke, MCR)
McDonald's
St. Ives
Big Ten Conference

Awards and Accolades

The Marketing Store
Senior Art Director
October 2008-Present
-Led the creative direction and acted as the creative point person for the 2009 and 2010 Monopoly at McDonald's digital activation
-Developed, presented and executed concepts on various national and regional projects for McDonald's, Coca-Cola and Big Ten Conference
-Collaborated with a team that included account, planning and project management to produce unique and strategically sound ideations
-Managed photographers, illustrators and internal studio resources to deliver quality work from concept to execution
-Received high ratings during review period year after year

The Marketing Store
Art Director
May 2005-October 2008
-Concepted and designed an array of projects for clients including Coca-Cola, Minute Maid, Simply Orange, St. Ives and various new business pitches
-Assisted in Minute Maid and Simply Orange new business wins
-Led and supported the creative process from concept development to execution on projects in both print and online
-Managed projects ranging from branding to point of sale

The Marketing Store
Design Intern
Summer 2004-Spring 2005

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

Awards and Accolades

2010 Promo Interactive Marketing Award
-Mobile Marketing - 2009 Monopoly at McDonald's

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