

CHRIS NORDEN

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MARKETING / GRAPHICS / COMMUNICATIONS CONSULTANT • CHRIS NORDEN CREATIVE SERVICES

Provide art direction, design services, photography, project management and marketing consultation, including advertising development, magazine design, product conceptualization, copywriting and real estate photography. Have created advertising campaigns, marketing plans, development guidelines, brochures, catalogs, databases, product and corporate identity packages, newsletters, CD packages, DVD productions and scripts. Seattle, WA; Santa Fe, NM; Beaufort, Charleston and Mount Pleasant, SC; Avila Beach CA; and Tucson AZ. November 1989-Present. *Projects have included:*

ART DIRECTION • MEDIA SERVICES, INC. AND PROMISE PUBLISHING

For Media Services: Art direction and graphic design for their bimonthly flagship magazine, *Carolina Homes & Interiors*, and their biannual publications *CoastalCondoLiving.com* and *CoastalMillionDollarHomes.com* magazines as well as art direction on their annual *Hot Retirement Towns* magazine and *East Cooper Newcomers Directory* and *Summerville Newcomers Directory*. Also, Web design for *CondominiumsInFlorida.com* and other client sites. For Promise Publishing: Art direction of *Growing In Christ*—their new, national, monthly Christian magazine. Designed the publication from the ground up. Created original computer art, photography, and all page layouts for the magazine. Created the magazine's grid and "look." Designed advertising. Assigned and oversaw the work of freelance illustrators and photographers. Managed the art department budget, wrote contracts, and purchased art and photography for the magazine. Worked closely with the printer. Developed sales and marketing materials and circulation and distribution databases. Mount Pleasant and Charleston, SC.

PHOTOGRAPHY DIRECTION • SOUTHEAST MARKETING SERVICES

Directed the production of photography for four regional magazines for the company's Carriage House Publishing imprint, for the company's marketing division, and for their aerial photography division, AirCam. Personally produced commercial/illustration, editorial, cover, product, aerial, architectural/real estate, and stock photography. Developed a subcontractor pool of 27 photographic freelancers; coordinated photographic subcontracts/purchases for the magazines. Concepted and did preliminary design for advertising; wrote advertising copy. Wrote, produced, and directed two videos—one promotional, one documentary. Co-responsible (with Creative Director) for proofing and color checks on all products. Beaufort/Hilton Head Island, SC.

ECOLOGUE CONSULTATION • DEWEES ISLAND, SOUTH CAROLINA

Created the development guidelines and vision document for The Huyler House, the community lodge and bed and breakfast facility for Dewees Island—the foremost eco-development in the U.S.—which the architects, interior designers, landscape architects, and community developers used to create the facility. Also designed the island's green tourism rental program. Charleston, SC.

PROJECT MANAGEMENT • PROJECT SAFER/BATTELLE SEATTLE HUMAN AFFAIRS RESEARCH CENTER

Managed project offices and staff of 34 (interviewers/recruiters/data-entry) for a major international (USA/Zimbabwe) research study. Managed budgets and administration of the project for both countries. Designed, developed, and managed extensive participant recontacting and project tracking databases. Performed demographic analyses of census data to determine optimum site locations for interviewing and participant recruitment. Designed and produced advertising materials targeting the study populations, including print ads placed in various newspapers and magazines. Designed slide presentations, posters, and literature on project findings.

PROMOTIONS COORDINATOR • EVENING POST PUBLISHING COMPANY

Developed advertising, branding campaigns and online and printed marketing materials promoting company products, internet services and special sections of a major metropolitan daily newspaper (*The Post and Courier*; circulation 120,000) with the goal of increasing advertising revenue and readership. Conceptualized and established the stylistic direction of ad campaigns and promotions. Created artwork, design and branding elements for the campaigns. Wrote ad headlines and ad copy. Selected, created and directed the production of photography. Designed ads and marketing materials (media kits, ratecards and brochures). Coordinated production with printers. Scheduled ad placements to reach specific demographic targets. Conceptualized and created promotions designed to build company brands in the marketplace. Conceptualized, designed and built convention/tradeshow displays. Researched and wrote video scripts. Performed location scouting and casting services. Directed video production. Designed Web sites (including establishing the look and feel of sites, building graphics, and writing HTML code). Charleston, SC. February 1999-January 2006.

- WINNER: 2002-2003 Charleston Addy Awards, Sales Kit and Newspaper Self-Promotion Campaign categories
- WINNER: 2002 Newspaper Association of America ACME Awards of Merit, Market Book and Classified Promotion Series categories
- WINNER: 2002 Southern Classified Ad Managers Association Gold Medal/First Place Award, Best Classified Index Design
- WINNER: 2001 Newspaper Association of America ACME Award of Excellence (National First Place), Single Copy Sales Promotion
- WINNER: 1999 South Carolina Press Association Awards, Third Place and Honorable Mention
- FEATURED CAMPAIGN CREATOR: 2002 MacDonal Classified Services Idea Starters
- FEATURED CAMPAIGN DESIGNER: 2000 NAA Conference, San Francisco

TRAVEL MANAGER • KAYPRO CORPORATION

Created and directed KAYPRO/TRAVEL—the corporate travel purchasing department of microcomputer manufacturing giant Kaypro Corporation. Managed the travel of over 60 executives doing business worldwide. Designed the department from the ground up; wrote corporate travel policy, negotiated corporate rates with travel vendors, designed systems for trip approval and tracking, selected our travel agency and monitored their work to ensure corporate travel policies and procedures were being followed. Bought up to \$2 million worth of travel annually. Did site selection, coordination, and hosting of national corporate meetings for groups of up to 350 people. Set up accommodations, transportation, and entertainment; designed and led city tours. Hosted guests, managers, and incentive trip winners from all over the U.S. and Europe. Received Kaypro's "AWARD OF EXCELLENCE" for distinguished service and achievement in contributing to the success of the company. San Diego, CA. 1982-1984.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, School of Cinema-Television, Filmic Writing Program
Screenwriting, Visual Communication, Photography, Film, Art History/Analysis. September 1985 - May 1986.

SAN DIEGO MESA COLLEGE

Languages (German, French, American Sign Language), Humanities, Travel/Tourism, Music, Theatre. February 1982 - August 1985.

COMPUTER SKILLS

InDesign CS4, Photoshop CS4, Illustrator CS4, Adobe Acrobat Pro 9, Quark XPress 6.5, Final Cut Studio, iMovie, iDVD, Keynote, Pages, Pagemaker 6.0, Filemaker Pro 3.0, Microsoft Office (Word/Excel/Powerpoint). All Macintosh and Windows platforms. 25 years' experience. 70 wpm.