

Chris Wooster

Copywriter, Creative Director

Austin, Texas • <http://www.chriswooster.net> • Twitter: [chriswooster](#) • 617.510.4901 • chriswooster@gmail.com

Experience

T3 (The Think Tank) • Austin, Texas

VP, Group Creative Director (3.07 - today)

Marriott Hotels brands, JC Penney, United Parcel Service (UPS), U.S. Dept. of Education, and Dell Computers.

Strategic and conceptual lead on winning new business presentations resulting in accounts worth over \$3.2m since December 2007. Up to 13 direct reports (art directors, writers, information architects).

Mullen • Wenham, Mass.

VP, Assoc. Creative Director - Interactive (1.05 - 3.07)

Assoc. Creative Director - Interactive (12.04)

Senior Copywriter - Interactive (7.01)

Panera Bread, U.S. Dept. of Defense (today.military.com), Eddie Bauer, H&R Block, Four Seasons Hotels & Resorts, Genuity, TripAdvisor.com, General Motors (Certified Used Vehicles), among others. Supervised staff of 35 interactive creatives with 7 direct reports.

Baldwin & Stone • Cambridge, Mass.

Senior Copywriter (11.00 - 5.01)

Print, collateral, and broadcast copywriting: Wolfers Lighting, W.B. Mason Office Supplies, Symmons Faucets, among others.

Zentropy Partners • Cambridge, Mass.

Copywriter (4.00 - 11.00)

Web site copywriting and information architecture work for clients including: Fleet Bank (fleet.com, bancboston-capital.com), FRx Software.

Phoenix Media Communication Group •

Boston, Mass.

(Boston Phoenix alt. newsweekly and WFNX radio)

Creative Services, Promotions Manager (2.96 - 4.00)

Executed all copywriting and layout for media's (radio) print and broadcast ads, collateral, sales materials, media kits, invitations, e-mail newsletters, sales presentations, etc. Included local campaigns for major advertisers.

Vertical expertise:

Retail, QSR/Restaurants, Hospitality and Travel, Real Estate (timeshares), Technology, Shipping and Logistics, Entertainment, Government

Results

T3:

- Created agency's first information architecture track/hires
- Renaissance Hotels "Reveal" campaign produced 27,000+ user-generated submissions to interactive site experience, 15:00 "time spent" onsite, dramatic spikes in ad clickthroughs, unaided brand metrics
- Directed creation of agency's first fully Sect. 508 standards-compliant site for U.S. Dept. of Education
- Lead strategist, creative, presenter for \$3.2m in new business wins, and counting

Mullen:

- First Associate Creative Director in interactive department, assisted in growing department from 13 creatives to 35
- Eddie Bauer Denim campaign/selector tools resulted in 200% increase in online sales, dramatic drop in returns
- H&R Block tax season online campaign drove 45% positive swing in business
- Lead interactive creative, presenter for H&R Block, Panera Bread new business wins

Awards:

SXSW Interactive Awards (2009), NY Ad Awards (2009), Effie Awards (2007/8, 2009), Addy Awards (2008), SIAA Awards - Hotel & Travel Industry (2007/8, 2009), MI6 Game Marketing Awards (2006), Web Marketing Association (2005, 2006, 2008), Hatch Awards (2002, 2004), Massachusetts Information & Technology Exchange (MITX) Awards (2003, 2004), New England Direct Marketing Association Awards (2005), New England Press Association (1998), Association of Alternative Newsweeklies (1998), New England Publicity Club (1999)

Education/Skills

Boston University • College of Communication

B.S. in Mass Communication (1991), Creative advertising focus. Related coursework in Journalism, Public Relations, U.S. Politics.

Extensive working knowledge of interactive technologies, site build processes, HTML, XML, Flash and interactive graphic design production. Experienced in social media campaigns, including Facebook, Twitter. Directed creation of two ADA Section 508-compliant sites. Strong information architecture and UX skills.

Interests: graphic design, sea kayaking, books, politics, zydeco music, volunteer rebuilding work in New Orleans