

# Chris Wooster

Copywriter. Creative director. Problem solver. Brand builder. Site builder. Workhorse. Mentor and ally.

Portfolio: [www.chriswooster.net](http://www.chriswooster.net)  
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## Experience

**Chris Wooster Creative**, builder of things and brands (Austin, Texas)

May 2022 - Present

By choice, freelance/contract roles in strategy, creative, content, and branding. Clients include Converse, Microsoft, Amazon, EDF, Iron Mountain, Expedient.

**Executive Creative Director**, T3 (Austin, NYC)

Oct 2014 - May 2022

Built and managed team of 35 creatives, pitches, site builds, social, B2B/B2C work

**Executive Creative Director**, mcgarrybowen, now Dentsu Creative (NYC, Chicago)

Nov 2009 - Oct 2014

Two-time Agency of Year winner, first digital ECD, leader/pitcher for new business

**VP, Group Creative Director**, T3 (Austin, NYC)

Mar 2007 - Nov. 2009

Managed team of 30, directed/led/won major pitches

**VP, Associate Creative Director**, Mullen (Wenham, Mass.)

May 2001 - Mar 2007

Site and campaign builds, key leader/pitcher for new business on major AORs

**Senior Copywriter**, Baldwin & Stone (Cambridge, Mass.)

Nov 2000 - May 2001

**Copywriter**, Zentropy Partners/Hill Holliday Interactive (Boston)

Feb 1996 - Apr 2000

**Creative Services Supervisor**, Boston Phoenix & 101.7 WFNX (Boston)

Feb 1996 - Apr 2000

Also:

**Instructor**, Miami Ad School (NYC)

May 2011 - Oct 2013

Taught intro to ad concepting to first quarter students at NYC outpost of MAS

**Sales Associate**, American Eagle Outfitters (Albany, NY)

May 1985 - Apr 1987

Two time employee of the month for record polo sales. Mom was so proud.

## Brands I've Produced Work For

See extensive [work samples online at www.chriswooster.net](http://www.chriswooster.net)



## Testimonials

*“There are plenty of creative directors out there who are good at their craft. There are far fewer who are good at leading a team. Chris is one of the few who is both.”*

**John Wolfarth**, EVP Creative Director, Mullen

*“He crosses categories with ease, communicates with clarity and authority, is a master managing clients and making his digital solutions meaningful to the business. Practical, passionate, and a boundless source of positive energy.”*

**Bill Borrelle**, CMO, Pitney Bowes

*“Chris is a great leader because he understands and can advise on ALL of the necessary aspects of great digital: brand, function, delight, social. He can craft beautiful copy, and his seemingly effortless presentation style that leaves clients and internal teams trusting he knows what he's doing.”*

**Erin Young**, Founder/CEO, Slide UX

## Skills/Tools/Education

Creative direction, copywriting (heads, body, narratives, tactical expressions, taglines, brand editorial, CRM, etc.), brand and creative concepting, "big organizing idea" concepting, content strategy, digital marketing (high level and tactical creation), UX/UI, site design/build process and lead, heuristic/competitive assessments, social marketing, new business/RFP responses/presentations, creative and agency team-building, site builds, content creation (video, written, hybrids), brand strategy consultation, presentation skills training, mentor... and hybrid mashups of all those things

Google suite, Figma, Adobe Creative Suite, Miro, Keynote, Confluence, Microsoft suite... and dabbler in many things AI

**Boston University**, B.S. in Mass Communication/Advertising, May 1991

## Small Talk Starters

Gutted and rebuilt houses in post-Katrina New Orleans, shortlisted for Cannes Lion for [Trump & Dump](#) automated stock trading 'bot, knows how to roll a sea kayak, can drive and operate a dump truck, ran award-winning author reading series in Boston, father, vintage trailer/truck restorer