

Chris Bridges Roys

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Online portfolio may be viewed at www.cranialnovacreations.com.

Summary

Excellent communication, interpersonal, organizational, technical and creative skills are the foundation for Chris' proven ability to manage multiple projects to successful completion in a high production environment. A multi-disciplined marketing background of more than seventeen years, allows her to bring a wealth of insight, resources and talent to the table. In-depth technical knowledge and a high comfort level permit her to quickly adapt to various technical environments.

Employment History

- **Self Employed Marketing Communications Specialist, Tampa, FL** **2002-present**
Freelance marketing communications specialist and computer graphics artist specializing in site design, direct mail, print design, corporate identity design, copy writing. Clients including: Key Insurance Plan, Pilot Bank, National Aircraft Finance Company, Citrus Health Care; Prospect Smarter.
- **Web Developer, Uniroyal Optoelectronics, Tampa, FL** **2000-2002**
As the Web Master for Uniroyal Technologies and all of its subsidiaries, including Uniroyal Optoelectronics, NorLux Corp. and Sterling Semiconductor, responsible for maintaining all Uniroyal sites, as well as design and technical implementation for new site designs. Additionally, as a member of the web development team, was responsible for business needs analysis, interface design and development, and information architecture of intranet/extranet.
- **Creative Lead, Horizon Marketing Group, Inc., Tampa, FL** **1997-2000**
Acted as the interface between the client and the creative resources of the company, developing an understating of the clients business goals, and originating marketing strategies to achieve them, while serving as the driving creative force behind the project, as well as managing the project to a successful delivery.
- **Self Employed Computer Graphics Artist, Tampa, FL** **1996-1997**
Computer graphics artist specializing in corporate presentation graphics, web page design, multi-media presentations, print design, corporate identity design and trade show displays.
- **Media Communications Specialist, Utility Partners, Inc., Tampa, FL** **1994-1996**
Responsible for development of corporate "look and feel" standards of presentations, trade shows, print materials, electronic publication, software product interfaces, etc.
- **Marketing Coordinator, TTI Technologies, Inc., Tampa, FL** **1991-1994**
Responsible for all aspects of marketing communications including trade shows, direct mail, ad campaigns, sales presentations and product literature.
- **Marketing Consultant, Personnel One, Tampa, FL** **1990-1991**
On contract to TTI Technologies, member of team responsible for developing business prospect database used to drive sales, direct mail and trade show programs. Upon development, I was solely responsible for the maintenance and expansion of the database.

Education: Bachelor of Arts, 1982, University of South Florida

References upon request.

Organization

- Plan and manage multi-phased projects with multiple deadlines and delivery dates in a heavy production environment
- Coordinate efforts of multiple vendors and internal project team of specialists in various web and programming disciplines to meet project deadlines
- Supervise vendors and service bureaus during production of marketing and sales materials, trade shows, presentation materials, etc.
- Manage every aspect of trade show participation from design and production of displays, through set-up to tear-down and shipping

Communication

- Lead client meetings during discovery and strategy stages of project implementation to develop understanding of their business and their market, understand or establish their business goals and originate strategies to achieve them
- Write creative and strategic briefs to implement project kick off
- Lead client meetings to present work and discuss supporting concepts
- Originate web site information architecture and navigation
- Originate marketing strategies included in web-based, traditional, viral and mixed media marketing campaigns
- Write copy for web site content, brochures, newsletters, and other corporate collateral
- Write advertising and promotional copy for sales and marketing
- Script corporate presentations
- Script radio and television ads
- Plan market research mail and telephone surveys, including hit list, survey questions, motivation and database development.
- Negotiate for goods and services in support of sales and marketing projects

Creativity

- Creative concepting for web site development, print design including corporate collateral and advertising, trade show displays, corporate identity, radio and television advertising
- Design, production and implementation of web sites, print ads, brochures, one-sheets, tri-folds, direct mail
- Creative concepting, art direction and sound for web-based game as primary component of viral marketing campaign, *Prairie Doggin' at the Cube Farm* was selected as featured game on www.gamers.com and rated a top ten web-based game for 6 weeks.
- Create original graphics for web sites, advertising, trade shows, direct mail, corporate collateral materials and presentations, etc.
- Design components of and implement corporate identity programs including naming of companies as well as their products and services, domain naming, logos, stationery, collateral, advertising, etc.
- Direct radio and television advertisements
- Write and direct video shorts for Internet distribution as components of viral marketing campaign
- Illustrate concepts for web sites, presentations and corporate collateral materials.