

Chris J. Bash, MBA

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Portfolio: creativehotlist.com/c_bash

SUMMARY

Versatile marketing, communications, design and philanthropy professional with over twenty years experience covering a wide variety of industries. Highly developed analytical and creative problem-solving skills. Known for an ability to provide effective, innovative ideas which increase efficiency and build brand awareness—ultimately improving bottom lines. Formed and managed creative, multi-talented teams producing successful campaigns resonating with target audiences.

PROFESSIONAL SKILLS

Research, Strategy & Planning Leadership & Collaboration	Art Direction, Innovation & Design Data Analysis & SEO	Campaign Development & Analysis Social Media & Digital Marketing	Project Management Events Organization
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TECHNOLOGY

Design: Adobe Creative Suite	Web: WordPress, Weebly & Dreamweaver	Presentation/Data: Microsoft Office & Keynote
Analytics: Google Analytics/Adwords	CRM: Salesforce & Blackbaud	Project Management: Redmine & Basecamp
Email: Mailchimp & Constant Contact	Social Media: Hootsuite & TweetDeck	Events: Meetup & EventBrite

MARKETING / COMMUNICATIONS / DESIGN EXPERIENCE

Marketing & Branding Consultant

Bash Branding & Marketing, Austin, Texas, February 2019–present

- Assists in all areas of marketing including branding, designing, copywriting and social media
- Defines marketing strategies, identifies the most appropriate message, and executes these strategies
- Monitors outcomes, identifies new markets, and positions services and products accurately and effectively

Corporate Director of Marketing

O'Connell Robertson, Austin, Texas, February 2020–October 2020

Designs smart, elegant, and effective K-12, higher education, and healthcare environments

- Assisted firm Principals in analysis of marketing opportunities supporting the firm's business plan
- Oversaw the marketing team including resource allocation, scheduling, mentoring and supervision
- Directed and oversaw communications/marketing materials and brand standards
- Gained firm positive exposure and establishes as a thought leader through PR efforts
- Developed, monitored, and analyzed the annual marketing and business development budgets

Director of Marketing

Texas Public Charter Schools Association, Austin, Texas, April 2015–February 2019

Works to accelerate student achievement by strengthening and supporting a diverse set of effective, public charter schools

- Assisted in the 85th TX Legislative Session with securing \$60 million in TX charter school facilities funding (\$200/student)
- Developed annual marketing plan taking into account advocacy, quality and growth
- Initiated and produced strategic and creative marketing campaigns in accordance with the mission, objectives and directives
- Managed the association's brand to ensure consistency, integrity and relevance across all media and communications
- Created documents, graphics, presentations and other materials in support of the overall mission
- Worked with public and government affairs staff to develop advocacy, grassroots materials, and public relations initiatives

Senior Designer

Dimensional Fund Advisors, Austin, Texas, May 2007–March 2015

A leading global investment firm that has been translating academic research into practical investment solutions since 1981

- Led strategic positioning, messaging and communication efforts during two-year long headquarter transition to Austin
- Collaboration with global sales teams on strategy development and creative execution for support collateral aiding in increasing assets under management from \$140 billion to \$230 billion/64%
- Rebranded sales force marketing and presentation materials contributing to \$1.7 billion in new business
- Designed and implemented look-and-feel for new Defined Contributions team aiding in reaching \$15 billion asset milestone
- Established relationships in Austin, TX with multiple printing vendors saving company 35% annually in printing costs

Senior Designer/Consultant

MDS Advertising, Austin, Texas, September 2006–May 2007

Full service, award-winning advertising agency specializing in the real estate industry

- Implemented strategies, positioning and design for the investment group CR Development Group valued up to \$80 million
- Rebranded Realty Austin creating a consistent look and message helping secure their spot as first on best lists in Austin
- Launched two med spas with cohesive branding packages—logos, collateral, storefront signage, advertisements and websites

Senior Designer

National Instruments (NI), Austin, Texas, September 2005–August 2006

Global producer of automated test equipment and virtual instrumentation software

- Art directed print materials showcasing hardware offerings aiding in record annual revenue in 2006 of \$660 million
- Supported global sales office teams selling to 30,000 companies in 91 countries with packaging and promotional materials
- Updated tradeshow materials and signage for NI Week tradeshow with more than 2,500 attendees
- Consulted with internal sales force members establishing messaging for higher education-targeted materials
- Served as a consultant to the internal communications team in developing company-related materials

Designer

Freescale Semiconductor, Austin, Texas, February 2004–September 2005

Global manufacturer of automotive, consumer, industrial, and networking microcontrollers, microprocessors and semiconductors

- Established rebranding/standardization guidelines upon Motorola announcing their semiconductor division would be divested
- Conceptualized and designed marketing materials supporting global sales force in generating a profit of \$563 million
- Provided direction and assistance for materials in tradeshows worldwide including inaugural Freescale Technology Forum
- Created branding and signage for first Freescale Marathon, formerly Motorola Marathon, with over 5,000 participants

Art Director

Wallace Price Creative Group, Austin, Texas, July 1999–August 2003

Full service, award-winning advertising agency specializing in the sports industry

- Art directed Texas Thoroughbred magazine, a monthly four-color publication of the Texas Thoroughbred Association
- Implemented position and strategy guidance in rebranding Travis Boats & Motors, Inc. product-offering catalogues
- Developed branding, advertisements, programs and media-related materials for new minor league baseball team

PHILANTHROPY / BUSINESS / EVENTS EXPERIENCE

CEO / Founder

Exercise & Excess, LLC, Austin, Texas, June 2012–present

Parent company of the Austin Beer Run Club combining exercise and socializing with nearly 4,500 members in Austin, TX

- 9th largest Meetup.com group in Austin, TX
- 50-75 participants appearing consistently each week for over 10 years

Board of Directors Vice President and Marketing / Communications Chair

Texas School for the Deaf Foundation, Austin, Texas, November 2018–January 2023

Raises and disburses funds aimed at helping deaf and hard-of-hearing children across Texas

Director of Philanthropy

Front Steps, Inc., Austin, Texas, October 2021–June 2022

Provides a pathway home through shelter, housing, and community education

- Established effective multi-year revenue programs, plans and goals for the organization supporting major gifts and funding
- Managed budgets and developed, organized and coordinated giving events, campaigns, sponsorships, and other initiatives
- Researched, wrote and secured grants and foundational giving
- Oversaw and coordinated daily operations of the department

EDUCATION

Executive Master of Business Administration

Texas Tech University, Rawls College of Business, Lubbock, Texas

Bachelor of Arts in Advertising

Texas Tech University, Lubbock, Texas