

CHRIS SUKRAW

GLOBAL CREATIVE DIRECTOR

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PROFESSIONAL OVERVIEW

- Award-winning Creative Director with 19+ years of agency and in-house experience leading global branding, marketing, and campaigns for major brands, with a focus on lifestyle, action sports and automotive industries.
 - Managed multidisciplinary department of 15 direct reports at a fast paced creative agency. Directed commercial productions of 60+ crew members with budgets up to \$1.5M. Drove a 92% growth in revenue at last agency.
 - Expertise includes: Creative Direction, Art Direction, Branding, Campaign Development, Social Media Strategy, Copywriting, Marketing, Content Strategy, Photo & Video Production, Team leadership, AI Automation & Workflow Enhancement, AI Photo & Video Generation.
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WORK EXPERIENCE

Freelance Creative Director / Consultant

January 2025 - Present

- Partnering with leading brands and agencies on creative direction, campaign development, and social media strategy.
- Clients include: Nasty Beast Hard Tea, ODI Grips, Viking Electronics, Drip Golf, Maglock, FluidLogic.

Fuse Interactive | Group Creative Director (Kawasaki Account) | Irvine, CA

March 2016 - May 2025

Full-service global creative agency with 100+ employees specializing in action sports & motorsports clients.

- Reported to Founders. Grew department from 7-15 multidisciplinary creatives, leading global creative for Kawasaki.
- Managed global campaigns and commercial productions with budgets ranging from \$50K - \$1.5M.
- Creative leadership contributed to securing global business for Kawasaki and increasing agency revenue by 92%.
- Drove 225% growth in Kawasaki's Instagram followers through organic social strategies and team leadership.

EVS Sports | Creative Director | Compton, CA

August 2014 - March 2016

Leading action-sports brand that manufactures motorcycle protective equipment and lifestyle apparel / accessories.

- Reported to Founders. Restructured marketing department, increasing efficiency and decreasing lead times by 65%.
- Oversaw redesign of e-commerce website, increasing direct sales by 55% via aggressive marketing & advertising.
- Developed YouTube branding strategy, acquiring more than 275,000 organic views within the first quarter.
- Developed multi-channel launch campaign for flagship knee brace, selling out of the first production shipment.

Ironclad Performance Wear | Marketing & Art Director | El Segundo, CA

May 2011 - August 2014

Leading global workwear brand that manufactures performance work gloves and technical apparel.

- Reported to VP of Marketing. Led company rebrand and sponsorship program, driving a 73% increase in revenue.
- Increased direct web traffic by 36%, organic search by 141%, and direct sales by 22% year over year.
- Increased social media following by 390% and launched YouTube channel, gaining over 185,000 organic views.

Inductors Inc. | Sr. Graphic Designer | Irvine, CA

March 2008 - May 2011

Raya Designs | Graphic Designer | Anaheim, CA

January 2006 - March 2008

EDUCATION

Saddleback College | Associate of Science in Computer Graphics | Magna Cum Laude

2009