



CHRIS SUKRAW

creative
DIRECTOR

Trabuco Canyon, CA

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/chrissukraw

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Skills

- + Strategy
- + Creative Direction
- + Branding & Identity
- + Marketing
- + Advertising
- + Graphic Design
- + Video Production
- + Photography
- + Copywriting
- + Social Media

Brands



Education

SADDLEBACK COLLEGE
A.A., Magna Cum Laude
Major: Graphic Design
2009

Creative Director with over 19 years experience developing award-winning creative for major global brands with a heavy emphasis on the action sports industry. Excels at building and managing large teams. Skilled in art direction, brand development, social media strategy, graphic design, photography, videography and project management. Extremely detail oriented and focused on efficient workflow and processes. Experience pitching to high level clientele and working with notable athletes and celebrities.

Experience

FUSE INTERACTIVE | CREATIVE DIRECTOR | 3/16 - PRESENT www.gofuse.com

As Creative Director at Fuse Interactive, the product of my work is the face of Kawasaki Motors Corporation, a leading brand in the motorsports category. I lead a team of 15 creatives and oversee all creative efforts for Kawasaki globally. We are responsible for creative in all aspects of Kawasaki's marketing efforts ranging from campaign development, commercial shoots, social media, e-commerce and advertising.

Accomplishments:

- + Strategized and executed multiple global ad campaigns for major sub-brands including Ninja, KX, Jet Ski, W800, Mule, Ridge and Teryx.
- + Oversaw and directed multiple commercial shoots across the United States as well as oversees in Japan.
- + Creative efforts led to agency landing global business for Kawasaki and Kawasaki Heavy Industries.
- + Spearheaded creative for multiple award-winning global launch events.

EVS SPORTS | CREATIVE DIRECTOR | 8/14 - 3/16 www.evs-sports.com

Spearheaded and directed all marketing, design and branding strategies to achieve quarterly goals. Led a small team of graphic designers with a strong focus on brand development and multi channel marketing strategies spanning print, video, web and social media.

Accomplishments:

- + Restructured Marketing Department, increasing productivity and decreasing lead times by 66%.
- + Redesigned website to be responsive and mobile friendly, increasing web sales by nearly 55%.
- + Developed and executed multiple global branding campaigns spanning print, digital and video including the "A Knee Brace for Every Rider" campaign for the knee protection segment.
- + Created multi channel product launch sequence for flagship knee brace, selling out of the first production shipment within the first week.
- + Developed video marketing strategy, acquiring more than 275,000 organic views within first quarter.

IRONCLAD PERFORMANCE WEAR | MARKETING DIRECTOR, ART DIRECTOR | 5/11 - 8/14 www.ironclad.com

Hired by VP of Marketing to lead full company re-brand. Scope of work included logo & branding, website, social media, print advertising & trade show presence. Developed new sponsorship program with Supercross and Lucas Oil Offroad Racing that dramatically increased brand recognition.

Accomplishments:

- + Re-branding and sponsorship efforts assisted in driving a 73.33% increase in sales over 2 year period.
- + Launched multiple global marketing and branding campaigns over print and digital including the "AGT", "Ironclad Retirement Home", and the "Time for a Change" Campaigns.
- + Increased website traffic by 36.45%. Increased Google organic landings by 141.25%. Increased direct sales by roughly 20% year over year.
- + Increased Social Media following by 390% during first year.
- + Established Company YouTube Page, gaining 185,000 organic channel views in first quarter.

INDUCTORS INC. | SR. GRAPHIC DESIGNER | 3/08 - 5/11 RAYA DESIGNS | GRAPHIC DESIGNER | 1/06 - 3/08