



CHRIS SUKRAW

creative
DIRECTOR

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Skills

- + Creative Direction
- + Branding Strategy
- + Art Direction
- + Campaign Development
- + Team Leadership
- + Content Strategy
- + Digital Marketing
- + Video & Photo Production
- + Social Media Strategy
- + Copywriting
- + Adobe Creative Suite
- + Project Management

Brands



Education

SADDLEBACK COLLEGE
A.A., Magna Cum Laude
2009

Professional Overview

Creative Director with over 19 years of experience leading award-winning branding, advertising, and digital campaigns for top global brands, with a strong focus on the action sports and lifestyle industries. A proven leader of large cross-functional teams, I specialize in scalable creative strategies that elevate brand presence, engage audiences, and drive measurable business growth. My expertise spans brand development, campaign execution, creative and art direction, video and photo production, marketing strategy, copywriting, and social media. I bring leadership and a hands-on, collaborative approach to every project, ensuring creative excellence across all channels and touchpoints.

Experience

FUSE INTERACTIVE | GROUP CREATIVE DIRECTOR | Irvine, CA
www.gofuse.com

3/16 - PRESENT

- + Lead a large team of 15 creatives overseeing all global creative efforts for Kawasaki Motors Corporation.
- + Manage and direct integrated marketing campaigns across TV, digital, print, web, and social media.
- + Oversee campaigns and commercial shoots with budgets upwards of \$1.5 million dollars globally.
- + Creative leadership contributed to securing global business for Kawasaki and increasing revenue by 92%.
- + Drove 120% growth in social media followers through creative leadership and oversight.

EVS SPORTS | CREATIVE DIRECTOR | Compton, CA
www.evs-sports.com

8/14 - 3/16

- + Led creative department with a strong focus on brand development and multi-channel marketing strategies spanning print, video, web, email, ecommerce and social media.
- + Restructured the marketing & creative department, cutting project lead times by 66%.
- + Oversaw redesign of company ecommerce website, increasing web sales by nearly 55% during first year.
- + Developed video branding strategy, acquiring more than 275,000 organic views within first quarter.
- + Created multi-channel launch campaign for flagship knee brace, selling out of the first production shipment.

IRONCLAD PERFORMANCE WEAR | MARKETING & ART DIRECTOR | El Segundo, CA
www.ironclad.com

5/11 - 8/14

- + Led a full company rebrand, including logo, website, print, email, brochure and trade show presence which helped drive a 73% increase in retail sales over 2 years.
- + Created sponsorship programs with Supercross and Lucas Oil Offroad Racing, boosting brand visibility.
- + 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 185K+ organic views.

INDUCTORS INC. | SR. GRAPHIC DESIGNER | Irvine, CA

3/08 - 5/11

RAYA DESIGNS | GRAPHIC DESIGNER | Anaheim, CA

1/06 - 3/08