

CHRIS FERRARA

CHRIS.FERRARA@PROMINENCEDESIGN.COM • PROMINENCEDESIGN.COM • (615) 669-6333

Hello

My name is Chris Ferrara. I have over 20 years experience creating and managing successful marketing campaigns for entertainment, corporate, service and retail brands.

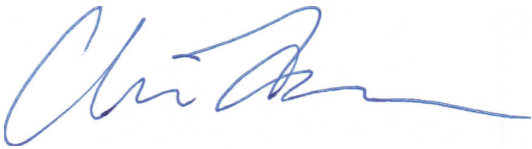
The scope and range of my experience is vast. I have designed music packaging, managed creative staffs, designed and developed web sites and digital media, created brand strategies and identity programs.

You are welcome to review some of my work at the following web site:

prominencedesign.com

I look forward to meeting with your personnel director and / or other decision makers in your company to discuss this exciting opportunity.

Thanks

A handwritten signature in blue ink, appearing to read "Chris Ferrara", with a long horizontal flourish extending to the right.

Chris Ferrara

CHRIS FERRARA

CHRIS.FERRARA@PROMINENCEDESIGN.COM • PROMINENCEDESIGN.COM • (615) 669-6333

WORK HISTORY OVERVIEW

CREATIVE DIRECTOR / OWNER
PROMINENCE DESIGN 2009 - NOW

ART DIRECTOR / CREATIVE MANAGER
ECHOMUSIC 2004 - 2009

ART DIRECTOR / SENIOR DESIGNER
LATOCKI TEAM CREATIVE 2002 - 2003

MANAGING DIRECTOR
TEAM DESIGN 1994 - 2002

DESIGNER
LAM ANDREWS 1992

DESIGNER
TANIA OWEN DESIGN 1987 - 1990

WORK HISTORY SELECTED DETAILS

CREATIVE DIRECTOR / OWNER
PROMINENCE DESIGN 2009 - NOW

I always wanted to start my own company and make it my mission to systematically convert every less-than-optimal logo, website, and advertisement to my perfect vision for their respective owner. I have had the pleasure to have spent the past eighteen months doing just that. However, given the scope of that ambition, it may take a while. The diversity of clients I have had the pleasure working with has been thrilling. Accountants, architects, personal trainers, car dealers, music artists, hotels, magazines, schools, and swim clubs have all been part of my ongoing quest to elevate the visual presence of small to mid-size companies.

ART DIRECTOR / CREATIVE MANAGER
ECHOMUSIC 2004 - 2009

I had the good fortune to begin my adventure with echomusic when they were a small start-up of 9 employees specializing in music packaging manufacturing. I arrived and immediately helped form and lend credibility to an fledgling yet energetic art department, soon becoming the creative lead and transforming the group into a full service creative staff of 10. As the demise of the physical music product loomed ever larger and more inevitable, my ever changing role within the growing company became more digital and web centric, and I was able to transfer my critical creative skills to online marketing initiatives primarily in the area of entertainment brands. The explosive growth of echomusic to over 70 employees and international clientele caught the attention of large entertainment companies looking to expand into the digital data arena, and it was purchased by mega ticketing giant Ticketmaster. Ticketmaster subsequently transferred our data and clients to their offices in LA and closed the Nashville office.

MANAGING DIRECTOR
TEAM DESIGN 1994 - 2002

When I was a kid in the seventies, I used to draw pictures of the bands of top 40 songs of the time. Wild Cherry, Rod Stewart, LTD, Elton John and Kiss were all part of my "portfolio" then. When I joined the Team Design, Art Director Virginia Team's studio, I had realized a lifelong dream of creating album (cds by this time) covers. I spent the better part of nine years creating covers for some of the biggest names in Country music, and by the time the company was sold I had the title of Managing Director, overseeing all studio operations.

QUALIFICATIONS / SPECIALTIES

BRAND STRATEGY, DESIGN AND MANAGEMENT
ADVERTISING DESIGN AND MANAGEMENT
DIGITAL MEDIA DESIGN
CONTENT MANAGEMENT
COPYWRITING
PHOTOGRAPHY / RETOUCHING
EMAIL MARKETING
STAFF MANAGEMENT
WEB DESIGN AND DEVELOPMENT
PRINT DESIGN, PRODUCTION AND MANAGEMENT
CREATIVE PLANNING
MULTIMEDIA PRODUCTION

EDUCATION

AUSTIN PEAY STATE UNIVERSITY
ADVERTISING DESIGN / PHOTOGRAPHY