



Chris HILL

MARKETING & INNOVATION PROFESSIONAL

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EDUCATION

University of Southern California 1997 – 2001

Cinema-Television & Business

Corcoran School of Arts and Design 2010
at The George Washington University

Certificate, Digital Arts

ArtCenter College of Design 1997

Certificate, Fine and Studio Arts

REFERENCES

Gustav Consulting, LLC
Paul Yates – Principal Consultant

Life Happens
Marv Feldman – Past-CEO

Montana State University
Erick Johnson – Tenured Associate Professor,
Mechanical & Industrial Engineering

Contact info available upon request.

INTRODUCTION

Chris Hill is a Marketing and Innovation Professional with over 10 years of experience developing and executing projects, multifaceted national awareness campaigns, brand marketing, SaaS product development, advertising plans and creating award-winning content that includes video, social media and print. He has worked alongside partners such as Google, Twitter, Facebook, Campbell Ewald and Weber Shandwick as well as artists like Quentin Tarantino, Danica Patrick and Brooke Shields.

He is adept at working on projects independently and with a team of professionals to execute quality and often disruptive work. He believes that it is critically important to be passionate, maintain focus as well as a sense of humor to develop a healthy environment that fosters creative ideas and meaningful results.

Project Lead | JTech Communications

December 2019 – Present

Managing web based digital projects from inception to final product, including interviewing clients, developing production schedules, hosting meetings, creating content and interfacing with programming and marketing teams. Creation of new processes to make onboarding, tracking, communication and development more efficient between all teams and the client.

Vice President of Creative | Life Happens, A non-profit

September 2011 – September 2019

The lead executive for activating B2B and B2C communities through multiple national awareness campaigns that include a celebrity spokesperson, TV and radio distribution, social media platforms and content development with a focus to increase the organization's exposure across multiple outlets, including consumer and business groups.

Achievements include:

- ✓ 1 Million views on a single YouTube video during one month
- ✓ Spokesperson Danica Patrick's message was in the top 10% of all public service announcement videos, generating 1.6 Billion impressions over three years
- ✓ Increased website traffic by 232% during a single month

Vice President of Design + Social Media / Online + Creative Director

Life Happens, A non-profit

November 2004 – September 2011

Creating emotional and educational videos for consumer and industry audiences. Launching social media communities and apps across multiple platforms that now reach millions of people annually and have strong engagement rates. Multiple posts have gone viral and garnered a cost per engagement (CPE) under one penny.

Achievements include:

- ✓ Creating hundreds of social media pieces including images, cinemagraphs, infographics and videos
- ✓ Viral posts that reached over millions of people. One post organically reached 7.5 million people
- ✓ Video content that was viewed hundreds of thousands of times on Facebook

Assistant and Office Manager | A Band Apart Productions

August 2001 – May 2004

Assistant to Lawrence Bender, P.G.A (producer for Quentin Tarantino) and also managed the production office, hired interns and created work schedules. Script reading and researching to determine if they should be considered for development.

Community Leadership and Memberships

Board member – SLAM (Supporting Local Artists and Musicians), Bozeman, MT
Board member – Middle Creek Montessori School, Bozeman, MT

SKILLS

Leadership



Strategy



Marketing



Video



Graphic Design

