

Christopher J. Bushnell

Marketing • Communications • PR • Content Strategy
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Experience

Marketing Communications Specialist (September 2020 – Present)

THE WOOTEN COMPANY – RALEIGH, NC

- Establish and maintain brand standards across all internal communication and marketing
- Craft written and visual content through press releases, social media, case studies, and presentations
- Support proposals with custom exhibits for project approach and sophisticated schedules
- As part of 2021 rebrand, developed company tagline: A Tradition of Designing the Future
- Successfully pitched placement of two firm projects in issues of Engineering Inc. magazine

Content Marketing Strategist (December 2019 – July 2020)

ISSUER DIRECT – RALEIGH, NC

- Researched and authored blogs, whitepapers, email campaigns, and social media posts
- Drove growth of LinkedIn audience by 48% through original content to generate B2B leads
- Doubled publishing rate of blogs and increased originally researched whitepaper production
- Designed successful action plan for marketing intern, mentoring her growth and development
- Re-imagined planning and reporting systems to manage content strategy and measure performance

Marketing & Communications Director (June 2018 – June 2019)

CAROLINA SMALL BUSINESS DEVELOPMENT FUND – RALEIGH, NC

- Guided marketing & communications strategy for statewide community lending institution
- Authored media releases, blogs, success stories, landing pages, and executive talking points
- Ensured advertising and external messaging were aligned with visual brand and mission
- Used the Adobe Creative Suite to design every inch and write every word of the FY18 Annual Report
- Planned and executed public events bringing together entrepreneurs and community leaders

Freelance Design & Marketing Consultant (September 2017 – June 2018)

BUSHNELL CREATIVE – SEATTLE, WA

Digital Communications Specialist (July 2012 – September 2017)

Social Media Specialist (Nov. 2009 – June 2012)

Public Information Officer (April 2009 – Nov. 2009)

NORTH CAROLINA EDUCATION LOTTERY – RALEIGH, NC

- Launched social media program including popular promotions for \$2.5 billion sales organization
- Traditional and social media efforts reached audience of 37 million in the span of one year
- Led transformation of county-specific beneficiary information online and in print publications
- Presented at national industry conferences on social media strategy, execution and measurement
- Nominated for and awarded the “Above & Beyond” employee recognition in Oct. 2012

Creative Services Writer/Designer/Editor (April 2007 – April 2009)

NEWS & OBSERVER PUBLISHING COMPANY – RALEIGH, NC

- Produced advertorial features for classified and display advertising in print and online
- Interviewed subjects, designed ads and served as editor and layout specialist for publications
- Earned 2008 North Carolina Press Association’s overall first place team award for magazine design

Education

B.A., Communication – PR (cum laude)

NORTH CAROLINA STATE UNIVERSITY
(2012-2014)

English, Political Science Major

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
(1997-2000)