

Christopher J. Bushnell

PR · Advertising · Social Media · Design · Content & Copywriting

Experience

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

Key Responsibilities

- Write and edit news releases, blogs, marketing copy and social media content
- Advise senior leadership on communication and public relations strategy
- Serve as lottery spokesperson with television, radio, print and online media
- Plan and execute media events and paid social media promotions for positive publicity
- Produce graphics for traditional and social media using the Adobe Creative Suite

Key Accomplishments

- Traditional and social media efforts reached audience of 37 million in the span of one year
- Launched social media program in 2009, now generating more than 15,000 engagements a month
- 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

Design & Marketing Consultant (June 2004 – April 2007)

BUSHNELL CREATIVE — RALEIGH, NC

- Built base of clients for design projects, marketing consulting and event planning/management
- Fostered and maintained relationships with local business owners including restaurants and night clubs
- Since 2004, have designed the UNC Men’s Basketball Calendar for Tar Heel Sports Properties

Project Manager (Aug. 2002 – June 2004)

Design Assistant Internship (Aug. 2000 – Feb. 2001)

A. BROTHERS ASSOCIATES — RALEIGH, NC

- Managed valuable accounts such as GlaxoSmithKline and the American Kennel Club
- Designed exhibits, delegated tasks and managed production schedule with vendors
- Delivered projects on time and under budget to meet client and management expectations

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)

chris@bushnellcreative.com • 919-225-7286 • 5237 39th Avenue S. • Seattle, WA • 98118