

Christopher J. Rugen

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Passionate, hands-on, creative talent with managerial experience. Skilled at developing integrated, strategy-driven advertising and marketing campaigns for varying B2B and B2C companies. Demonstrated ability to oversee and direct the execution of client initiatives and provide innovative design solutions, from concept, through production, to final delivery. Adept at managing simultaneous tasks, communicating well under pressure, and performing effectively in a fast-paced, deadline-driven professional environment.

Leadership	Establish creative direction, deliver strategic vision and manage the execution of client initiatives; communicate effectively and drive improvements in process.
Art Direction	Develop dynamic design solutions for print, digital and interactive media; optimize responsive layouts, create visual prototypes and identify UX/UI best practices; coordinate photo/video shoots; compose, enhance, retouch and manipulate imagery.
Marketing	Transform strategy into functional tactics; promote consistent messaging; integrate analytical data and performance metrics to maximize user engagement and ROI.
Technology	Adobe CC, Quark XP, Final Cut, MS Office; Mac OS; HTML/CSS/JavaScript.



PROFESSIONAL EXPERIENCE

WEBMD, New York, NY 2008 to 2018

Lead Art Director

Led a creative team in development of interactive learning programs and digital marketing campaigns to promote major pharmaceutical brands across Medscape's professional online community.

- Collaborated with Account Management, Web Development, Editorial and Marketing teams to provide dynamic designs solutions that met brand-specific requirements, exceeded client expectations and outperformed sales goals.
- Served as Resource Manager, monitoring daily workflow of three staff designers and one off-site freelancer.
- Implemented process improvements proven to reduce launch times, increase quarterly revenue and maintain a near-100% on-time completion rate.
- Mentored junior staff, determined annual individual/team performance goals, conducted employee reviews, approved time sheets and scheduled vacation requests.

BROOKLYN PR, Brooklyn, NY January 2008 to November 2008

Creative Director (Consultant)

Oversaw and directed the conceptual and strategic development of traditional and digital advertising, marketing, and PR campaigns for various high-profile clients, eg, American Cancer Society, Chef's Diet, Pfizer, Proctor & Gamble, Olay and PUR.

- Participated in client kick-offs, determined the creative direction of each new project, and presented final mockups of campaign deliverables.
- Monitored daily workflow, delegated assignments, and supervised Junior Design and Production staffs.



TRUMP UNIVERSITY, New York, NY

April 2007 to January 2008

Creative Director (Consultant)

Devised effective marketing strategies to enhance brand visibility, boost sales, and maximize ROI.

- Collaborated with CEO, Marketing Manager and Copywriter to translate corporate initiatives into powerful, visual designs.
- Established formal brand guidelines.
- Implemented email design and testing best practices to improve click-through rates, reduce spam scores, and increase revenue/leads per email.

KZS ADVERTISING (presently KZSW Advertising), Hauppauge, NY

2005 to 2007

Art Director

Provided fresh, alternative conceptual designs for a wide range of new and existing accounts, from Audiovox and Jensen to Winthrop University Hospital.

- Worked with Creative Director, Senior Art Director, and Copywriter on development of trade and consumer print advertisements; direct mail campaigns; websites; banners; and HTML email blasts.

HARMAN CONSUMER GROUP, Woodbury, NY

1999 to 2005

Art Director/Multimedia Designer

Designed and produced high-quality printed materials for premier audio brands Harman Kardon, Infinity, and JBL.

- Launched the use of multimedia to promote JBL consumer products by producing cutting-edge videos that debuted at key, corporate-sponsored live events including Eric Clapton and Cream concerts; Cold Mountain movie screening; and Hot Import Nights/Import Revolution conventions.
- Managed the department's annual hardware/software budget and researched latest technologies. Upgraded operating system to Mac OSX, trained staff on new software, and installed Apple file server; as a result, reduced external consulting fees by \$15K.



ADDITIONAL EXPERIENCE

Graphic Communications Instructor, HENDRIKS INSTITUTE, 2001 to 2003



EDUCATION

Bachelor of Fine Arts, ALFRED UNIVERSITY, Alfred, NY



CERTIFICATIONS

Web Design & E-commerce Development, HENDRIKS INSTITUTE

Mac OSX Help Desk, APPLE TRAINING FACILITY
