



CHRISTOPHER ECONOMAKOS

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Summary

843

Number of Keynote slides created
in 4 days for the L'Oréal Prestige
Professional Brands 2008 National
Sales Conference

Seattle Tough Mudder

11.3

miles run
and 27 obstacles completed

Total weight of body glitter that
has found its way into my
backpacks after working on the
annual fundraiser
BROADWAY
BARES for
14 years

10^{TONS}

Over the past 16 years I have worked with some extraordinary companies and captivating people from the worlds of professional theatre, high tech, dance, publishing, fashion, and not-for-profit. I have designed content for a big video wall, helped market some of the most successful fundraising events in the country, tried to make corporate employment promises look sexy to a whole bunch of Democrats and Republicans, carried 4' x 8' staging panels down a boardwalk on Fire Island in the rain, and worked with over 200 of Broadway's hottest dancers to take their clothes off and raise over \$1 million.

Experience

Freelance

2008 - Present

For the past six years I have kept myself busy playing with some fascinating people representing a wide range of companies. Convercent, The Palm Beach Opera Company, Warner Bros. Music, The Huffington Post, Sony Style, L'Oréal, Old Navy, The A Team Event Management, Broadway Cares/Equity Fights AIDS, Nickelodeon Cruises, VP+C, and The New Yorker Conference. Video, marketing, motion graphics, print, and photos of teddy bears.

Convercent | Seattle, WA Manager, Design

2013 - 2014

At Convercent I worked with a highly experienced marketing team to build a new SaaS brand in the governance, risk, and compliance sector. Our task was to make a rather staid field, known to be rather dry, look modern and compelling while remaining all business. The result was a marketing and advertising program that stood out from competitors and caught people's attention.

- Maintain established brand identity in all print and online collateral, website, presentations, video, and advertising
- Responsible for creating and maintaining corporate correspondence and presentation templates
- Collaborate with webmaster to evolve corporate website as company grew to maintain easy navigation and information access while maintaining brand identity and cohesive design
- Aggregate information for and design quarterly Board of Directors report
- Create email marketing templates
- Record and edit product training videos and webinars

Broadway Cares/Equity Fights AIDS | New York, NY Senior Designer 2005-2011 | Associate Graphics Manager 2001-2005 | Production Associate 1999-2001

1999 - 2011

I started my stay at Broadway/Cares Equity Fights AIDS as a shipping assistant in the merchandise department. After mastering the fine art of entering addresses into the UPS computer I moved over to the production department where I continued to enter addresses into a computer, although now it was for where Elton John and his band were staying in New York City and how they were going to get to the theatre for the show and the after party at Barney's. Then, one day, I made a backstage sign for an event I was working on. After that sign I made a postcard, then a poster, a flier, shot some video, edited the video, worked with production and development on how we were going to sell tickets with the video. How many clicks does it take to buy a ticket? Twelve years after I started I found myself in marketing and design. Some of the other responsibilities I had along the way:

Broadway Cares/Equity Fights AIDS | New York, NY **1999-2011**
Senior Designer 2005-2011 | Associate Graphics Manager 2001-2005 | Production Associate 1999-2001

Continued

- Create visual identity for new productions and events and design all collateral materials including print advertising, invitations, tickets, programs, and event signage
- Collaborate with development and marketing departments to design marketing strategies for special events and general fundraising
- Repurpose artwork created by out-of-house designers for collateral materials
- Film, edit, and create motion graphics for production and event promotional videos
- Edit, compress, and design menus and navigation structure for event archival DVDs
- Oversee in-house printing of posters, programs, and other materials
- Maintain media database of over 25,000 photographs, logos, signatures, and illustrations
- Retouch and color-correct studio and event photographs
- Responsible for evaluating, procuring, and maintaining hardware and software for the Graphics Department
- Responsible for evaluating, procuring, and maintaining hardware for video production
- Organized air travel, ground transportation, lodging, and rehearsal schedules for a cast of 20 for THIS IS YOUR SONG: BROADWAY SINGS ELTON JOHN and NEIL SIMON AT THE NEIL SIMON

A Few Good Men Dancin', Inc. | Greenwich, CT **2005 - 2006**
Senior Designer

- Designed A FEW GOOD MEN DANCIN' corporate identity, including logo, stationery, and advertising
- Designed AFGMD convention application forms
- Videotaped, edited, and created DVD menu system for AFGMD teacher combination DVD
- Responsible for on-site visual presence including convention class signage and tour program design

Manhattan Theatre Club | New York, NY **1998-1999**
Production Management Intern

- Assisted with budgeting, scheduling, and tracking of spending for all MTC productions, benefits, special events, and workshops
- Coordinated a volunteer crew of 90 for the MTC Spring Gala
- Provided administrative support to design teams and technical departments
- Assisted with office operations

Walt Disney Theatrical Productions Design Studio | New York, NY **1997**
Production Intern

- Assisted with construction of puppets for THE LION KING
- Shopped for building materials for THE LION KING puppets
- Swatched and shopped for costume materials for BEAUTY AND THE BEAST
- Assisted with office operations

Education

B.A., Theatre, University of Massachusetts, Amherst, 1997

Software Skills

Adobe Acrobat	Adobe Photoshop	DVD Studio Pro	QuarkXPress
Adobe After Effects	Adobe Premiere Pro	Extensis Portfolio	Keynote
Adobe Illustrator	Microsoft Office	Extensis Suitcase	Motion
Adobe InDesign	Compressor	Final Cut Pro	OnOne MaskPro