

CREATIVE DIRECTOR

CHRIS DUTTON

BRAND BUILDER / IDEA SHAPER / WRITER

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Atlanta, GA

Award-winning creative leader building and revitalizing brands across industries. Proven ability to lead cross-functional teams, shape campaigns that drive results, and develop work that resonates culturally and emotionally. From Apple to Carnegie Science Center — strategy, storytelling, and unmatched creative thinking on every brief.

EFFIES

ADDYS

ONE SHOW

COMMUNICATION ARTS

WEBBY AWARDS

EXPERIENCE

Rebel Fox

2022–2025

CREATIVE DIRECTOR

- Directed brand transformation and campaign development for nationally recognized organizations.
- Built nimble teams delivering high-impact, insight-driven work.

Clients: Carnegie Science Center · Contigo Health · Gamma

Uncharted

2019–2022

CREATIVE DIRECTOR

- Led integrated creative efforts across digital, traditional, and experiential channels.
- Led pitch wins and product launches with standout creative; elevated brand voice and visual identity across platforms.

Clients: Georgia-Pacific · Arthritis Foundation · Delta · Urban Recipe

Ogilvy

2014–2019

CREATIVE DIRECTOR

- Created breakthrough hotel campaigns that boosted bookings and brand equity.
- Partnered closely with strategy and media teams to optimize creative performance.

Clients: Holiday Inn · Holiday Inn Express · Crowne Plaza

BBDO

2008–2014

ASSOCIATE CREATIVE DIRECTOR

- Concepted and produced award-winning cross-channel campaigns.
- Developed integrated work blending emotional storytelling and performance marketing.

Clients: AT&T · Bayer Crop Science · GA Lottery · Florida Dept. of Citrus · NY Tourism

Cramer-Krasselt

2008

SENIOR COPYWRITER

Crafted high-performance campaigns reflecting the brand's elite identity. Clients: Porsche North America

TBWA\Chiat\Day

2005–2008

COPYWRITER

Contributed to globally recognized campaigns including Effie-winning work across major consumer brands. Clients: Visa · Sony · Nissan · Bud Light

WestWayne

2003–2005

COPYWRITER

Created culturally informed campaigns that drove engagement. Clients: Toyota · SunTrust Bank · Florida's Natural · Buffalo Wild Wings · Triumph

Huey / Paprocki

2001–2003

COPYWRITER

Helped grow agency portfolio with emotionally resonant storytelling. Clients: Atlanta History Center · Mizuno USA · High Museum of Art

Austin Kelley

2000–2001

COPYWRITER

Developed seasonal and evergreen campaigns with lasting impact. Clients: HoneyBaked Ham · WaterColor Resort · Georgia Lottery

SKILLS

CREATIVE DIRECTION

BRAND STRATEGY

COPYWRITING

CAMPAIGN DEVELOPMENT

STORYTELLING

TEAM LEADERSHIP

NEW BUSINESS

CLIENT RELATIONS

CONTENT STRATEGY

INTEGRATED MARKETING

PITCHING

NOTABLE BRANDS

Delta · AT&T · Visa · Porsche · Toyota · Georgia-Pacific

RECOGNITION

Effie Awards
One Show
ADDYs
Communication Arts
Webby Awards

EDUCATION

Washington State University
BA · Advertising Communications

The Portfolio Center
Copywriting · 1997–1999