

Chris Dutton

Executive Creative Director | Brand Builder | Idea Shaper | Writer

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Summary

Award-winning creative leader with 25+ years of experience 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, I bring strategy, storytelling, and unmatched creative thinking to every brief.

Experience

Rebel Fox — Executive Creative Director

2022 – 2025

Clients: Carnegie Science Center, Contigo Health, Gamma

- Directed brand transformation and campaign development for nationally recognized organizations.
- Led integrated creative efforts across digital, traditional, and experiential channels.
- Built nimble teams delivering high-impact, insight-driven work.

Uncharted — Executive Creative Director

2019 – 2022

Clients: Georgia-Pacific, Arthritis Foundation, Delta, Urban Spoon

- Elevated brand voice and visual identity across multiple platforms.
- Led pitch wins and product launches with standout creative.
- Drove innovation through bold ideas rooted in customer insight.

Ogilvy Atlanta — Creative Director

2014 – 2019

Clients: Holiday Inn, Holiday Inn Express, Crowne Plaza

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

BBDO Atlanta — Associate Creative Director

2008 – 2014

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

- Conceived and produced award-winning cross-channel campaigns.
- Helped grow agency portfolio with emotionally resonant storytelling.

Cramer-Krasselt — Senior Copywriter

2008

Client: Porsche North America

- Crafted high-performance campaigns that reflected the brand's elite identity.

TBWA\Chiat\Day — Copywriter

2005 – 2008

Clients: Visa, Apple, Sony, Nissan, Bud Light

- Contributed to globally recognized campaigns; experience includes Cannes- and Effie-winning work.

WestWayne Advertising — Copywriter

2003 – 2005

Clients: Toyota, SunTrust Bank, Florida's Natural, Buffalo Wild Wings, Triumph

- Developed integrated work blending emotional storytelling and performance marketing.

Huey/Paprocki Advertising — Copywriter

2001 – 2003

Clients: Atlanta History Center, Mizuno USA, High Museum of Art

- Created culturally informed campaigns that drove engagement.

Austin Kelley Advertising — Copywriter

2000 – 2001

Clients: HoneyBaked Ham, WaterColor Resort, Georgia Lottery

- Developed seasonal and evergreen campaigns with lasting impact.

The Portfolio Center — Copywriting Student

1997 – 1999

- Built a foundation in strategy, storytelling, and bold conceptual thinking.

Skills

Creative Direction, Campaign Development, Brand Strategy, Copywriting, Cross-Platform Storytelling, Team Leadership, Client Relations, Pitching & New Business, Content Strategy, Integrated Marketing, Content Creation

Awards

Cannes Lions, Effies, ADDYs, One Show, Communication Arts, Webby Awards

References available upon request