

# CHRIS PARSON

CREATIVE / BRAND / STRATEGY

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## 01. PROFILE

**A creative leader for what's next in our industry: delivering data informed, trend-centric programs to transform brand and product stories into award-winning social first content.**

- Expert in building brands creatively, building foundations, strategy, teams and operations for all brand touchpoints, from the ground up through to readiness for global expansion
- Expert in large scale creative programs, innovation in media, medium and message, to deliver aggressive business goals
- Social media and tech industry leader with Webby wins for Best Social Video, Best Chat Bot, Best Social Activation
- 15 years experience, from growing world class internal teams to leading robust global agency rosters, delivering award winning consumer brand experiences
- AI future ready with experience in developing models for generative creative at scale

## KEY BRANDS

Instagram  
Lyft  
Messenger  
Target  
Levis  
EA Games

## SKILLS

- Vision Driven  
Creative Direction
- Copywriting
- Art Direction
- Film Production
- Experiential
- Design and Production
- Creative Storytelling
- Brand Partnerships
- Creative Strategy
- Client collaboration
- Structured Leadership
- Marketing Innovation
- Scaled Program Design
- Branding and Identity
- App In-Product Experiences
- Social Innovation
- Community Marketing
- Full Adobe Suite: Photoshop, Illustrator, InDesign, Premiere

## 02. WORK HISTORY

### INSTAGRAM

**Interim Head of Creative  
Creative Director**

**Jul 2022 – Nov 2022  
Jul 2017 – Jun 2022**

- Hire 2 on a creative team, owning brand goals, strategy, and execution globally
- Led all go-to-market for new products including branding, naming, identity, strategic positioning and launch campaigns including IGTV, Stories and Shopping, with consistent stat sig lifts in adoption and DAU of key products
- Built the brand with globally minded creative architectures, driving consistency, scaled operations, global campaigns on time, in budget to deliver aggressive goals, during rapid growth
- Grew team from 3 to 30, with oversight of all creative content, design, film, in-app and IRL experiences. Led up to five external agencies, an internal team and international partners, to deliver up to 2500+ assets annually
- Identified growth opportunities and led data and insights driven innovation, including the company's most successful sustained product engagement campaign, significantly moving product DAU
- Worked internally to align highly matrixed outreach organizations to realize projects in collaboration, to lead alignment on a collective voice and vision
- Launched two of the most successful earned media initiatives in the company's history, pairing top tier celebrities with product-centric narratives, including bespoke in app experiences

- Led award winning culture and community marketing initiatives, including the enduring and successful #ShareBlackStories program
- Won Employee of the Month award twice

## LYFT

### Creative Lead

April 2016 – May 2017

- Foundational role in Lyft's brand team, establishing the brand's voice, tone, marketing, experience and partnership expressions from the ground up, moving the 3bn start up to a 15bn valuation
- Developed all activation experiences, in product and IRL, including industry leading activation model with Lyft Ride Modes
- Led all creative development with major entertainers and entertainment properties

## FCB

### Creative

Jan 2015 – April 2016

- Creative lead for one of EA games most successful launches, taking the gaming giant into online streaming play, delivering 12 months campaign goals in 6 weeks
- Creative lead for Levis, responsible for both art and copy for global brand campaigns
- Won Clorox global pitch

## 72andSUNNY

### Creative

April 2013 – Dec 2014

- Creative lead for Target, delivering the brand's most successful holiday campaign in a decade that represented a "turning point for the brand" (CEO Gregg W. Steinhafel)
- Creative for Activision, Google and Starbucks
- Directed documentary film Sugar Coated with the agencies talent incubator program that won over 20 festivals globally

## FREELANCE

### Creative/Direct to Client Production

2006 – 2013

- Freelance Creative for clients include Roberto Cavalli, The Kardashians, United Airlines
- Owner of a small direct to client production company, with clients including Sears, Avaya, Coda EV, Virgin Airlines Australia

## 03. EDUCATION

**Bachelor of Media and Communications** - Massey University of Wellington

**Certificate of Design** - Massey University School of Design, Wellington

## 04. AWARDS

### Webbys:

Best Social Film / It's All Coming Back to Me Now / Instagram  
 Best Bot / New Years Read / Instagram Messenger  
 Best Activation / Undercover Lyft  
 Nominee Best Campaign / Get Into What You're Into / Instagram  
 Nominee Best Activation / Horror Movie Mode Lyft  
 Nominee Best Activation / Target Kids Got Style / Target

### Shorty Awards:

Best Bot / New Years Read / Cardi B  
 Nominee Best Social Good / Untold Pride

### D&AD

STREET CASTING / Yellow Pencil / "No Comply" Instagram

### AICP

CAMPAIGN EXCELLENCE | Winner | Meta | 'We Change the Game'

### CLIO:

Editing / Bronze / Meta / 'No Comply'

### One Show:

Editing / Silver / Meta / 'No Comply'  
 Branded Entertainment / Merit / Meta / 'No Comply'

### Facebook/Instagram Internal Awards:

Instagram Employee of the Month  
 August 2017 / June 2018  
 Facebook Marketing Innovation award

### Think:

Best Outdoor Nominee / Untold Pride

### Best Documentary Film: Sugar Coated (Director)

Official selection at 14 festivals / Winner LA Underground Film Festival / Independent Filmmakers Showcase

**GLAAD Media Awards:** Target