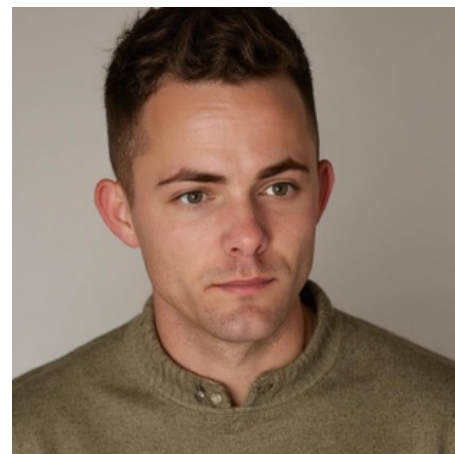


CHRISTOPHER J. HEINL

PROFESSIONAL SUMMARY

Dynamic Creative Director with a proven track record at Summit Hydraulics, driving brand strategy and storytelling. Expert in video production and project management, I elevate market presence through innovative campaigns. Passionate about mentoring teams and fostering collaboration, I consistently enhance engagement and ROI across diverse platforms.



EXPERIENCE

Creative Director & Media Producer, 07/2024 - Current

Summit Hydraulics | PowerX International | Access Truck Parts - Phoenix, AZ

- Directed creative and strategic vision for three national brands under unified parent identity.
- Spearheaded large-scale media productions, including trade-show LED experiences and educational video series.
- Oversaw brand storytelling and digital marketing efforts to enhance market positioning and ROI.
- Collaborated with executives to align brand voice, design systems, and customer engagement strategies.
- Mentored creative teams in design, production, and media operations to ensure high-quality output.

Social Media Manager, 01/2022 - 01/2024

GravyStack - Phoenix, Remote

- Executed national social media and podcast campaigns for fintech education platform.
- Managed multimedia production, editing, and creative direction across various platforms.
- Collaborated with executives to align creative strategies with growth objectives.

Art Director, 01/2021 - 01/2022

Cosset Bath & Body - Salt Lake City, Remote

- Developed cohesive branding systems for digital and print, encompassing photography, packaging, and advertising collateral.
- Executed comprehensive social media, email, and e-commerce marketing campaigns to enhance brand visibility.

Video Marketing Manager, 01/2019 - 01/2021

Storm Ventures Group - Scottsdale, AZ

CONTACT

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Email: topherheinl@gmail.com

CORE COMPETENCIES

- Creative direction and brand strategy
 - Content development
 - Problem solving
 - Video editing and production
 - Storytelling and marketing
 - Project management and leadership
 - Cross-functional collaboration
 - Event production and budgeting
 - Adobe Creative Cloud proficiency
 - Photography and lighting techniques
 - Digital marketing strategies
 - Communication and presentation skills
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PORTFOLIO

- www.cjamesh.com

- Directed film sets and post-production for nationwide conferences and brand campaigns.
- Managed creative initiatives from concept to completion, enhancing event engagement and brand reach.

Visual Marketing Manager, 01/2018 - 01/2020

SCNM (Southwest College of Naturopathic Medicine) - Tempe, AZ

- Developed multimedia campaigns that boosted student enrollment and enhanced donor engagement.
- Facilitated cross-departmental collaboration through Monday.com to optimize project timelines.

Stage Manager, 01/2015 - 01/2018

Carnival Cruise Lines - International Waters

- Oversaw entertainment operations and live show production across multiple venues.
 - Supervised daily rehearsals and enforced safety compliance for international audiences.
 - Coordinated schedules for performers and production staff during cruise shows.
 - Managed stage setups and breakdowns for diverse entertainment events on board.
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EDUCATION

Bachelor of Arts, Film & Video Production, 10/2014

AI Collins College of Graphic Design - Tempe, AZ