



CHRISTOPHER LAPIDES

CREATIVE, DESIGN, DIRECTION

PROFILE

Creative designer and marketing manager with 15+ years of experience in creative fields. Detail-oriented, organized and dependable. Skilled in branding, standard work and new process development, campaign planning, and digital content creation.

INFO

Address
Dacula, GA 30019

Phone
404-991-0743

Email
chris@cal-productions.com

Site
cal-productions.weebly.com

EDUCATION

University of Georgia
Bachelor of Arts in Journalism - Advertising, 2002

Continuing Education
LinkedIn Learning
Adobe Programs
Branding
HTML & CSS
Layout & Design

EXPERIENCE

- June 2014 - Present** - **Acuity Brands Lighting, Conyers, GA**
Creative Services Production Manager
 Lead a team of five production artists that worked directly with marketing service managers, sales team and departmental heads to improve the production process, which resulted in increased productivity, reduced error rate and better communication. Developed standard work and brand guidelines across the entire company, improving brand awareness and identity. Helped set up and deploy our new traffic management software. Also provided IT support for Macs.
- June 2008 - March 2014** - **Senior Graphic Designer**
 Designed promotional, marketing and direct-to-customer materials in both print and digital mediums. Aided in the development of digital marketing strategy and brand identity. Sole administrator of our digital asset management system.
- March 2004 - June 2008** - **Progressive Lighting, Braselton, GA**
Senior Graphic Designer
 Cataloged layout and design as well as developed advertisements and promotional materials for the sales team. Managed a team of graphic designers which helped organize and maintain department servers and updates to company websites.
- March 2003 - March 2004** - **Puttin' On The Dog Catalogue, Stone Mountain, GA**
Graphic Designer
 Designed the layout of company catalogs for both print and online publication. Provided complete maintenance for company website. Produced advertising and marketing materials.
- May 2002 - March 2003** - **Pinnacle Publishing, Roswell, GA**
Art Director
 Managed and directed magazine layout and photo shoots. Developed advertisements and illustrations. Organized contracts, scheduled meeting with clients, and setup promotional events.

SKILLS & QUALIFICATIONS

| | | | |
|---------------------|----------|----------------------|----------|
| Art Direction | ●●●●●●●● | Adobe Creative Suite | ●●●●●●●● |
| Branding | ●●●●●●●● | BEE | ●●●●●●●● |
| Concepting | ●●●●●●●● | CSS | ●●●●●●●● |
| Creativity | ●●●●●●●● | HTML | ●●●●●●●● |
| Digital Design | ●●●●●●●● | Mac & PC Platforms | ●●●●●●●● |
| Easily Adaptable | ●●●●●●●● | Microsoft Office | ●●●●●●●● |
| Fast Learner | ●●●●●●●● | Pardot | ●●●●●●●● |
| Marketing | ●●●●●●●● | ProofHQ | ●●●●●●●● |
| Organization | ●●●●●●●● | Sharepoint | ●●●●●●●● |
| Published Author | ●●●●●●●● | WebDAM | ●●●●●●●● |
| Technical Knowledge | ●●●●●●●● | Workfront | ●●●●●●●● |