

# Christopher Austin Donahue

585 Northeast 66th Street ● #2 ● Miami, Florida 33138

Cellular: 305.726.4462 ● E-mail: Christopher@Christopher-Donahue.com

Website: Christopher-Donahue.com

## Professional Summary



A creative marketing professional with a record of success in developing and implementing marketing strategies for startup, midsize and high growth organizations. Exceptional collaborative abilities and expertise in nurturing relationships internally and externally. Outstanding supervisory, training and presentation skills. Intelligent, self-motivated and driven to succeed. Expertise includes:

- Marketing
- Event Planning & Execution
- Media Relations
- Information Technology
- Public Relations
- Graphic/Web Design & Development

## Work Experience



**10/11-Current**

*Consultant*

- Translate client's business objectives into solid visual concepts
- Analyze various marketing tools, services and channels for initiating successful product marketing
- Develop a special events calendar and implement
- Continually build and utilize companies client databases

**HUE Deizgn**

**Miami, FL**

- Marketing products and services via print, online, social media, and in-store events.
- Provide graphic/web design and web programming services to clients
- Educate selling teams and account sales staff about the company's goals, visual merchandising directives and product knowledge

**09/08-09/11**

*PR/Marketing Manager*

- Responsible for the coordination of the agency's marketing initiatives and media relations
- Research and identify new marketing areas for the agency and events
- Negotiate celebrity entertainment for large scale events such as White Party Week and AIDS Walk Miami

**Care Resource**

**Miami, FL**

- Maintain relationships with government representatives, community members, media, and sponsor/funders
- Supervise, train and evaluate staff
- Agency spokesperson in absence of Executive Director
- Develops ideas and manages graphic design work for marketing materials for agency programs and events

**01/06-08/08**

*Creative/Marketing Director*

- Managed a 500,000 dollar creative budget
- Head of the graphic/marketing department, managing a staff of three
- Reported to the President & Chief Information Officer
- Managed marketing, PR, and branding for all offices, properties and subsidiary companies.

**America's Capital Partners**

**Miami, FL**

- Increased overall occupancy by 10 %
- Organized and executed national events
- Responsible for 3 subsidiary companies
- Trained employees on all software
- Increase exposure through marketing and PR initiatives.

**01/05-01/06**

*Marketing Manager*

- Utilized all interactive development skills including: creating brochures, postcards, CD/DVD authoring and web design/development, audio/video editing & authoring, graphic design.

**World Title Company/MortgageCircle**

**Weston, FL**

- IT Technician for the companies.
- Responsible for all marketing/graphics of the real estate, title, mortgage, and NFL agency.
- Increase exposure through marketing initiatives.

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## Software Skills



### *Adobe*

After Effects, Acrobat Professional, Director, Dreamweaver, Encore, Fireworks, Flash, Freehand In Design, Image Ready, Illustrator, Photoshop, Premiere

### *Apple*

DVD Studio Pro, Final Cut Pro, Quicktime Pro

### *Languages*

ASP, Action Script, CGI, CSS, DHTML, HTML, Javascript, Lingo, MySql Server, PerlScript, PHP, XML

### *Other*

Constant Contact, Joomla!, Quark, DB Designer, 3D Vista, Reality Studio, QuickTime VR, DigiDesign Protools, Sony Sound Forge, Cleaner, Helix Producer, WordPress

### *Microsoft*

Access, Excel, Publisher, Powerpoint, Sharepoint, Virtual Studio, Visio, Word

## Education



01/04-09/05 The Art Institute Fort Lauderdale, FL  
Bachelor of Science Interactive Media Design  
Dean's list, GPA 3.5, Graduated Cum Laude

07/00-03/03 The Art Institute Fort Lauderdale, FL  
Associate of Science Multimedia and Web Design  
Dean's list, GPA 3.7, Graduated Cum Laude