

CHRISTOPHER A. FAITH

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CREATIVE DIRECTOR | BRAND STRATEGY LEADER | MARKETING INNOVATION EXPERT

Customer-centered creative leader focused on cultivating an emotional connection between consumers and brands.

Award-winning Creative Director with 16+ years of leadership at Sweetwater Sound, driving brand evolution from \$160M to \$1.4B enterprise. Proven expertise in building and mentoring creative teams, developing integrated marketing campaigns, and pioneering innovative design solutions across traditional and digital channels. Bronze Addy Award recipient combining deep creative vision with strategic business acumen and emerging technology adoption.

- Creative Team Leadership
- Brand Strategy & Evolution
- Integrated Campaign Development
- Digital Transformation
- Multi-Channel Marketing
- AI-Powered Design Innovation
- Stakeholder Management
- Visual Storytelling

PROFESSIONAL EXPERIENCE

SWEETWATER SOUND, INC., Fort Wayne, IN • 2009-Present

The nation's largest online music retailer with **\$1.4B+** in annual revenue

Print Marketing Manager (2009-Present)

Lead creative vision and strategic direction for print marketing division, managing team of up to 5 designers and overseeing production of 2,220+ catalog pages annually. Drive brand consistency across multiple touchpoints while pioneering adoption of AI-enhanced creative workflows.

- Contributed to **775% revenue growth (\$160M to \$1.4B)** through strategic creative leadership and brand evolution
- Built and mentored high-performing creative team of **3 designers and 2 interns**, fostering culture of innovation
- Established comprehensive brand standards ensuring visual consistency across **5 major publications and 300+ vendor relationships**
- Pioneered AI-enhanced creative workflows, improving production efficiency by **30%** while maintaining quality standards
- Directed **100+ professional product photoshoots annually**, from concept development through post-production
- Earned **Bronze Addy Award** for creative excellence in print design category
- Expanded service offerings to include web design, social media graphics, trade show displays, and packaging

Director of Marketing, Sweetwater Studios (2022-2023)

Dual role while maintaining Creative Director responsibilities. Launched and led all marketing initiatives for Sweetwater's professional recording studio, building brand presence from ground up.

- Developed comprehensive brand identity and visual language for studio division
- Created integrated marketing campaigns for **20+ high-profile workshops** with industry luminaries
- Managed all digital properties including WordPress site, increasing workshop attendance by **40%**
- Executed targeted social media advertising campaigns achieving **3:1 ROI** on Facebook and Instagram

Web Promotions Director (2021-2022)

Dual role while maintaining Creative Director responsibilities. Spearheaded digital transformation of promotional strategy, aligning creative vision across all web initiatives.

- Directed **14 major promotional campaigns in 5 months**, generating **54% revenue growth and 55% profit increase YoY**
- Served as brand gatekeeper for all digital creative assets, ensuring consistency across channels
- Partnered with Synchrony Financial to develop integrated financing campaigns driving customer acquisition
- Led cross-functional collaboration with Merchandising, Marketing, Content, and Web teams

THE CREATIVE GROUP, Raleigh, NC • 2008-2009

A Division of Robert Half International, the world's first and largest specialized talent solutions and business consulting firm

Account Executive

Co-launched Raleigh office, building client base from zero to 550+ billable hours in six months.

- **Recruited and placed top-tier creative talent for agency and corporate clients in the Research Triangle area**
- **Developed strategic partnerships with AIGA Raleigh and regional Addy Awards to elevate market presence**

ADDITIONAL EXPERIENCE

Direct Response Designer, Thomson-Peterson's (2004-2007)

Art Director, Hasselberger Associates (1997-2004)

Graphic Designer, The Score Board, Inc. (1993-1997)

LEADERSHIP & RECOGNITION

- **Bronze Addy Award, Excellence in Print Design (2024)**
- **Vice President of Events, Co-Chair Ad Federation Fort Wayne (Current)**
- **Board Member ArtLink Gallery, Fort Wayne (2010-2011)**
- **Promotions Director, AIGA Raleigh Chapter (2008-2009)**

TECHNICAL EXPERTISE

Design & Creative Platforms

Adobe Creative Cloud (Photoshop, Illustrator, InDesign) • WordPress • CSS3/HTML • 4-D • Airtable • Easy Catalog • Bannerbear • PreSonus Studio One • Figma

AI & Innovation Tools

Generative AI: ChatGPT, Claude, Perplexity, Gemini, NotebookLM • Image Generation: Midjourney, Adobe Firefly, Runway, Ideogram • Audio/Video: Suno AI, CapCut • Design Enhancement: Magnific AI • Coding: Lovable AI • Presentation: Beautiful.AI

Project Management

Workamajig • Wrike • Workfront • Office 365 (including Excel) • Slack • Trello

EDUCATION

Bachelor of Science in Music Industry, Music Management Emphasis

Georgia State University, Atlanta, GA

PROFESSIONAL PROFILE

Active member and regular attendee of AI in Fort Wayne community • Active member and volunteer of The American Advertising Federation of Fort Wayne

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