

CHRIS FROELICH

ASSOCIATE CREATIVE DIRECTOR

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Summary

As a skilled creative leader and writer with a track record of successful campaign executions, I possess expertise in traditional and digital marketing, as well as strong leadership and mentorship skills. I have worked with clients across the globe, coming up with breakthrough creative across B2C and B2B to drive impactful business results.

Experience

MRM McCann // Salt Lake City, UT

Associate Creative Director // 2022 - present

- Lead and mentor a team of art directors and writers in the development of impactful and engaging marketing campaigns.
- Collaborate with cross-functional teams to align creative efforts with business objectives.
- Develop creative insights and award-winning executions that drive demand generation and brand awareness.
- Represent the creative team in meetings with clients and partners.

Clients: Cisco, Verizon

Media.Monks // Berlin, Germany

Senior Creative Copywriter // 2021 - 2022

- Developed full global campaigns for all BMW markets, achieving record-high engagement rates.
- Worked with creative director to restructure our team, building a stronger culture and fostering collaboration.
- Contributed to the development and implementation of creative processes and best practices.
- Collaborated with team members to develop and refine concepts for Gorillas holiday launch.

Clients: BMW, Gorillas

MRM McCann // Salt Lake City, UT

Associate Creative Director // 2021

Senior Copywriter // 2019 -2021

- Researched and developed new tone of voice guidelines for Verizon campaign launch
- Oversaw Cisco creative from all MRM global offices to ensure it met brand standards.
- Built new brainstorming initiative for MRM to foster better ideas for all clients.
- Successfully pitched winning concept for Nestle Professional, resulting in acquisition for MRM's London office.

Clients: Cisco, USPS, Panasonic, SAIC, Honeywell, Verizon, Nestlé Professional

Crispin Porter + Bogusky // Boulder, CO

Copywriter // 2016 - 2019

- Developed and executed successful 360 marketing campaigns for a diverse range of clients.
- Launched and managed the highest performing Facebook Live campaign, reaching over 3 million people in 1 hour.
- Demonstrated expertise in social media marketing, resulting in impressive growth and engagement for clients.
- Contributed to the success of Denver East High School students, as evidenced by winning 25Forty award.

Clients: Domino's, American Airlines, Fruit of the Loom, Hotels.com, Infiniti, Ice Breakers, Twizzlers

Digital Mind // Moscow, Russia

Junior Creative Intern // 2015

- Collaborated with team members on ideation and execution of creative campaigns.
- Utilized strong Russian language skills in daily communication and brainstorming sessions with team.

Extra

Ava Gowns // Salt Lake City, UT

Co-founder // 2021 - present

- Founded and built Ava Gowns, a dress-obsessed start-up, from the ground up.
- Served as Creative Director, overseeing brand creative and social media content.
- Demonstrated strong leadership and entrepreneurship skills in building and managing a successful start-up.

Education

Brigham Young University // Provo, UT

BA in Communications

Awards

Webby

B2 Awards

Drum

25Forty Winner