

# Christopher Greco

Digital Creative Services Specialist

✉ [chris@mynameisgreco.com](mailto:chris@mynameisgreco.com)

☎ +1 910 638 4032

📍 Brooklyn, NY

## SUMMARY

Results-driven Digital Creative Services Specialist with over 8 years of experience in digital strategy, creative services, and project management. Proven expertise in developing and optimizing digital campaigns, implementing best practices, and providing technical consultative support. Skilled in bridging creative, technology, and client needs while driving measurable improvements in campaign performance and operational efficiency. Adept at leading cross-functional teams and fostering client relationships to deliver innovative digital solutions.

## WORK EXPERIENCE

### **DIR. PROGRAMMATIC | ARGONAUT, INC.      March, 2022 - Present**

- Spearheaded digital campaign framework development, informing creative briefs and strategies
- Increased campaign performance by 25% through development of client-specific solutions and cross-functional collaboration
- Provided expert consultative support, resolving complex creative and technical issues, maintaining client satisfaction
- Developed and implemented best practices, including automation tools and standardized processes, improving team efficiency and streamlining workflows
- Analyzed campaign performance data to optimize targeting and creative messaging strategies

### **DIGITAL DYNAMIC CREATIVE CONSULTANT | ARGONAUT, INC.      September, 2021 - March, 2022**

- Developed dynamic creative assets tailored for various digital platforms, optimizing for engagement and performance
- Analyzed campaign performance data to refine creative strategies, ensuring high relevance and impact
- Collaborated with crossfunctional teams to align creative executions with overall marketing objectives and brand guidelines

### **FREELANCE CREATIVE SERVICES, LEAD | MY NAME IS GRECO LLC      2020 - Present**

- Crafting compelling digital assets including brand identities, visual content, responsive websites, and engaging videos for various small to mid-sized businesses
- Developed and executed creative strategies to meet client objectives and project goals
- Managed multiple projects simultaneously while ensuring timely delivery and high quality of creative output
- Collaborated with clients to understand their vision and translated ideas into compelling visual and written content

### **DIRECTOR OF CREATIVE SERVICES | FLASHTALKING      July, 2018 - August, 2020**

- Managed a team of 9 direct reports while overseeing department budgets, reports, and audits, overseeing quarterly production revenues exceeding \$200,000
- Developed tailored creative solutions for sales collateral, resulting in a 10% increase in annual production revenue
- Identified and implemented innovative tools to streamline daily operations, including budget allocation and resource optimization
- Redesigned operating procedures and workflows, boosting overall productivity by 20%
- Cultivated strong relationships with vendors and clients, ensuring consistent delivery of assets and deliverables within agreed timeframes

### **TECHNICAL PROJECT MANAGER, SR | FLASHTALKING      January, 2016 - July, 2018**

- Scoped client projects including dynamic strategy and site tagging
- Managed change during projects, ensuring deliverables met specifications and budget
- Introduced new training protocols and education programs

### **CAMPAIGN MANAGER | FLASHTALKING**

- Led strategic campaign planning to deliver clear reporting and performance outputs against client goals
- Collaborated with creative teams to ensure ad assets met platform specifications and campaign objectives

### **JUNIOR ASSOCIATE, TECH ACTIVATION & ANALYTICS GROUP | MEDIAVEST (SPARK FOUNDRY)      2013 - 2014**

- Specialized in trafficking digital ad campaigns using Google's Doubleclick platforms

## EDUCATION

### **BA | Communication**

Tulane University

2008 - 2012

## SOFTWARE

Adobe CC • Excel • Powerpoint • Sharepoint • JIRA • Asana • Zendesk • Smartsheet • HTML5 • Javascript • Canvas • Git • AWS

## SKILLS

Project Management • Web Development • Digital Media • Communication • Teamwork • Operational Workflows • Problem Solving