

Chris Bates

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Experience

Freelance Graphic Design, Self Employed | Los Angeles, CA | 2014-Present

- Designed venue and tour marketing materials to promote concerts and events at The NorVa in Norfolk, VA, The National, and Virginia Credit Union LIVE in Richmond, VA.
- Developed new branding and logo for an iHeartMedia radio station in Washington, DC, enhancing their visual identity and market presence.
- Provide comprehensive graphic design services including logo creation, branding, banner design, social media images, pitch decks, and merchandise for diverse clients.

Brand Strategy Consultant (temp), APG | Los Angeles, CA | 2020

- Collaborated closely with an emerging pop artist and their internal teams to define the brand identity, values, and unique selling propositions.
- Conducted comprehensive brand and consumer research, gathering valuable insights to inform marketing strategies.
- Created a 30-day social media content plan to enhance the artists online presence and optimize their audience reach and fan engagement.

Digital Content Coordinator, iHeartMedia | Richmond, VA | 2013-2015

- Strategically planned, developed, and effectively managed compelling content for eight radio station websites, their associate social media platforms, and digital marketing campaigns.
- Designed and produced high-quality promotional materials to elevate the online presence of each station, ensuring consistent branding and messaging.
- Collaborated closely with marketing and sales teams to conceive, coordinate, and execute various events including the highly successful inaugural Big Field Day Music Festival.

Social Media Marketing Manager, AEG Presents | Norfolk, VA | 2011-2013

- Leveraged all social media platforms for two music venues, driving primary marketing efforts.
- Maintained effective communication with agents and promoters to align marketing efforts and maximize promotional impact.
- Developed cohesive digital and social marketing assets, maintaining brand consistency.
- Efficiently managed day-to-day calendar for meetings and travel arrangements throughout the office.

Tour Manager, Days Difference & Disco Curtis (bands) | Nationwide | 2010

- Managed tour merchandise operations for Disco Curtis and Days Difference, ensuring efficient purchasing, marketing, and sales processes.
 - Coordinated and executed day-to-day affairs, including scheduling, appointments, and travel arrangements for both bands during nationwide tours, including the Jordin Sparks Tour and Vans Warped Tour.
 - Monitored and analyzed daily tour attendance and merchandise sales, providing valuable insights for management and the label.
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Education

Virginia Commonwealth University | Richmond, VA
Master of Science in Business Marketing | 2020

Old Dominion University | Norfolk, VA
Bachelor of Science in Communications

Skills

Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Final Cut Pro, Deck Design (Keynote & Powerpoint), Brand Design, Organization and Efficiency, Pop Culture, Trend Forecasting, Social Media Marketing & Management, Asana, MS Office 360, Google Office, Organization and Efficiency, Creative Problem Solving, Slack, Canva, Digital Media Marketing, Customer Service, Microsoft Excel, Microsoft Word, Google Docs, Google Sheets, Chartmetric, Mediabase