

CHRIS FARELLI

832-236-7409 | chris_farelli@yahoo.com | cfarelli.com

20 years experience managing and designing in the In-House Marketing environment. Managed various design departments: design production, package development, weekly circular, environmental signage.

EXPERIENCE

TEAM MANAGEMENT: Led production and design teams of up to 10 direct reports. Interviewed, hired, and trained new staff. Evaluated employee performance, set goals, and developed improvement plans.

CONCEPT DEVELOPMENT: Knowledgeable in developing advertising campaigns, brand identity, and environmental graphics. Storyboarding and wireframing weekly circulars and catalogs. Experience in managing and partnering with photographers and outside design firms.

PROJECT MANAGEMENT: Developed and installed operational procedures and best practices. Established time lines and milestones to meet deadlines. Monitored and managed multiple projects progresses, schedules, and resources.

GRAPHIC DESIGN/PRODUCTION: Created and produced logos, direct mail, weekly circulars, environmental graphics, POS advertising, catalog and magazine layouts, and social media. Capable of working in high volume, fast pace environments without supervision.



American Inhouse Design Awards - Graphic Design USA

Logos, Trademarks, and Symbols:
Kid's Collection - 2006

Aug 2018 - current

CJ7 - owner

Jan 2017 - Aug 2018

Ivie and Associates: Ad Manager

Nov 2003 - Dec 2016

Academy Sports + Outdoors:
Sr. Art Director

Feb 2002 - Nov 2003

Martha Turner Properties:
Graphic Designer

July 1999 - Nov 2001

Rives Carlberg: Production Manager

Feb 1997 - May 1999

Houston Press: Layout Artist

Mar 1996 - Jan 1997

Citynews: Production Manager

Associates Degree - Visual Communications

The Art Institute of Houston, 1996