

CHRIS MAPSON

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+ SUMMARY

As a Creative Leader with a strong background in marketing and a proven track record of success, I am well-equipped to help organizations elevate their brand presence and achieve their marketing goals.

+ EMPLOYMENT

- 2016–2023

LivWell Enlightened Health (Pharmacann)

Vice President of Marketing

 - Oversaw marketing strategy and budget for 29 retail locations and wholesale initiatives in multiple states for legacy LivWell locations.
 - Lead market and competitive intelligence research to leverage insights and build a holistic view of the competitive landscape.
 - Supervised multiple direct reports, managed work flows, and assigned tasks, goals, and objectives for cross-functional marketing, PR, events, and social media team to maximize ROI.
 - Developed data-driven marketing strategies and initiatives aligned with the overall business strategy, including all online digital initiatives, display advertising, POS displays, and website SEO.
 - Created annual marketing plans and KPIs.
 - Lead all loyalty programs and traffic-driving initiatives for 58 retail stores.
 - Negotiated contracts with vendors.
 - Coordinated all Public Relations and involved with Government relations.
 - Development and production of the first over-the-air retail cannabis television commercial.

2013–2015

The Green Solution

Creative and Marketing Director

- Marketing and Creative lead for TGS Management.
- Brand development and design for five lines of business. The Green Solution, Infuzionz, Rezen8 Seeds, Spiedell Real Estate, and TGS Management.
- Management of team including internet media content developer, production artist and technical writer.
- Manage and plan annual marketing budget.
- Sole resource for press and vendor relations.
- Development, design, and coding of multiple websites.
- Social media manager for all lines of business. Including Facebook, Twitter, Pinterest, SoundCloud, Instagram, Google+, and YouTube.
- Retail flow and customer experience of all retail outlets
- Retail store internal design, changing seasonally, including menu, floor, and product graphics.
- Hands on graphic design for all aspects of the business.
- Hands-on design audit protocol for retail outlets.
- Style guide creation for all branding, websites, and external communication.
- Design and concept multiple packaging solutions for several products that are both attractive, functional, and compliant with all state laws.
- Event coordinating, design, and planning for local and national events

2010–2013

Century Link

Senior Web Designer

- Design lead for all of Mid Markets (Residential and Small Business).
- Wrote the style and imagery guidelines for the new company transition joint website (Qwest/Century Link merger).
- Develop banner and creative quickly and efficiently, while in compliance with corporate standards. Identify creative that is out of compliance with company standards.
- Coordinating with outside Agencies during the re-branding effort regarding IT development.
- Wire frame, design, and create CSS for the new mobile site - launched in April 2013.

2005–2010

Joooven8 Marketing

Creative Director

- Lead the creative team to help develop innovative products for our clients. This team includes copywriters, designers, and specialized freelance personnel.
- Creative execution of strategic marketing plans for building brand awareness, product and service sales, support and internal and external client projects.
- Manages multiple projects from concept through completion.
- Supervises and inspires the creative team and vendor partners.
- Managed external creative vendor relationships (print/mail/internet).

+ EARLY CAREER

2002–2005	Experience Engineering - Senior Art Director
2000–2002	Sony Electronics - Senior UI Designer
1999–2000	Aramark Educational Resources - Creative Services Supervisor
1995–1999	Vicorp Restaurants - Communications Manager

+ EDUCATION

1992	Visual Communications - Art Institute of Colorado
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