

CHAZ COOPER

chazcooper.com • hellochazcooper@gmail.com • 406-229-0383

EXPERIENCE

RIESTER

Art Director | November 2021 - Present

- Collaborated on Talking Stick Resort's new brand campaign launch. Developed inspiring TV, OOH, print, and digital assets which led to increased visitation especially after a pandemic lull.
- Executed various creative pieces for a number of Talking Stick Resort and Casino Arizona partnerships, such as the Arizona Diamondbacks and WM Phoenix Open. This included in-stadium lounge design and branding, stadium entrance rotunda design, signage in and around the stadium, booth experiences, and promotional giveaways.
- Produced and oversaw numerous TV, OOH, print, digital, and more for brand campaigns and promotional pieces at Talking Stick Resort and Casino Arizona properties which resulted in boosted customer engagement.
- Rebranded and promoted Talking Stick Resort's new pool party concert series through exciting TV, OOH, print, and digital assets.

Oxyfresh

Graphic Designer | June 2020 - October 2021

- Created various emails, print ads, social media assets, blog graphics and more that contributed to an increase in year over year sales and also spread brand awareness on a global scale.
- Contributed in packaging and product label updates to help unify the brand resulting in a more cohesive look and feel which made for a better customer experience, as well as helped reduce waste.
- Assisted in multiple photo and video shoots to help build upon the brand's asset library for the marketing team and global partners.
- Responsible for producing a number of assets to promote and inform both customers and professionals about products and their benefits.

Rover

Marketing Designer | May 2018 - April 2020

- Designed breakthrough creative for email, social, display and more that led to increased brand awareness and engagement in Rover's owner and sitter communities.
- Lead designer responsible for Rover Grooming's growth and retention initiatives.
- Designed and delivered over 500 items for the Rover Store, leading to a successful merchandising test that led to a new line of revenue for Rover.
- Actively contributed to Rover's brand evolution, partnered with the creative team to update and implement improvements to typography, photography and illustration.
- Designed and collaborated on seasonal campaign initiatives that led to measurable increases in customer engagement.

MERCURYcsc

Graphic Designer | June 2015 - January 2018

- Created inspiring print and digital ads for Montana Office of Tourism that resulted in nearly 10% more visitation to Montana.
- Participated in team effort to develop a new advertising campaign for First Interstate Bank and helped expand their company in three new states.
- Assisted in art production, branding, and promotional pieces for a number of clients under the direction of the art director.
- Maintained company's website and blog creative.

SKILLS

Art direction, print and digital advertising, email design, social media ads, merchandise design, print and packaging design, branding, typography, colors, layout, copywriting, illustration, teamwork, time management

Technical:

Adobe Creative Suite, Sketch, Figma, Microsoft Office Suite

EDUCATION

Montana State University

BFA-Graphic Design

2011-2015

GPA 3.59