


CHRIS COSTA

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Goal: Creative Director

Creative Marketing professional with leadership experience advising and implementing brand strategy to grow new audiences and engage existing fans. Extensive knowledge in writing, producing and directing promotional trailers and marketing materials for well-known brands. Leader who fosters an innovative and supportive environment to provide data-driven results and award-winning deliverables. Proven ability to handle multiple high-profile projects at a time. Combining strong interpersonal and collaboration skills internally as well as with vendors, post-production houses and production companies to create cohesive branding and improve relationships across stakeholders. Exceptional talent relations skills.

 **MARKETING:** Produced high profile marketing campaigns including promos, trailers and other marketing material for prime time shows and documentaries. Skilled at developing a consistent message across multiple platforms.

 **CREATIVE MANAGEMENT:** Created effective team leadership strategies to form a cohesive unit. Pushed boundaries within corporate goals with meaningful impact. Effectively communicated and delivered creative vision and goals to internal and external stakeholders.

Skills

Exceptional Storytelling
Training & Mentoring
Marketing Strategy
Social Content
Tentpole Projects

Creative Excellence
On Location Shoots
Global Campaign Strategies
High-Profile Talent Relations
Written & Verbal Communication

Vendor Oversight
Team Leadership
Writing
Adaptability & Collaboration
Post-Production

Professional Experience

National Geographic Partners (Walt Disney Company) – Washington, DC

May 2017 – Present

Lead Writer, Producer - Creative Marketing

Creative leader in developing, writing, and producing promotions for high-profile properties.

- Developed, wrote, produced and directed promotional campaigns for feature films and TV premieres such as: The First Wave, Sugarcane, The Hot Zone, Genius: MLK/X, Barkskins, Pole to Pole, The Tale of Silyan, Brain Games, America the Beautiful, Cult Massacre: One Day in Jonestown, Sally, Underdog, and more.
- **Disney Integration:** Facilitated integration of National Geographic with Disney Marketing. Leadership demonstrated led to additional roles and responsibilities.
- Spearheaded bi-weekly meetings and built a collaborative environment that fostered creativity, growth and interconnection across a team of producers.
- Facilitated communications and streamlined processes between that team and the senior management. Noted and gave approvals on projects and episodic promotion.
- **Award-Winning Creative:** Wrote, produced and executed marketing campaigns, trailers and promotional materials. GEMA, Promax, Clio and Golden Trailer award winning and 3x Emmy nominated.

MTV (Viacom) – New York, NY

January 2009 – May 2017

Writer, Producer, On-Air Promos

Joined a well-established team and elevated promotions with fresh insights and ideas.

- **Writer/Producer:** Pitched, developed and produced promo spots and trailers for tent-pole campaigns such as Video Music Awards.
 - Produced launch campaigns and episodics for such shows as The Jersey Shore, Beavis & Butthead, Teen Wolf, Ridiculousness, Guy Code, Skins, Scream, Sweet/Vicious, The Shannara Chronicles and more.
 - Demonstrated success in those campaigns led to the addition of spearheading major tentpole projects – MTV Video Music Awards and MTV movie awards for multiple years.
 - **Team Leader:** Hired and promoted from an internship then mentored interns and assisted on final projects.
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Education

Bachelor of Science, Communications Media
Fitchburg State University

Concentration: Film and Video
Fitchburg, MA