

Chris Baffa - Creative Director / Art Director

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EXPERIENCE

Cognizant Technologies, NY/NJ — Creative Director

2020-2024

- Helped shape and refocus the in-house model to be more agile but maintain a creative culture
- Instrumental in helping to upskill many junior designers and editors to understand storytelling and conceptual thinking.
- I received numerous industry awards for video and digital content in Cognizant's DEI space.
- I worked directly with the CEO's office to facilitate key company events, such as the NASDAQ bell ringing, EVP engagements, and corporate and brand-level marketing.
- I transformed the video team into one guided by conceptualized ideas and thought-provoking storytelling.
- Created DEI/HR experiences for Cognizant 350,000 global associates and as well as prospective new hires

Dragons Group at Reckitt Benckiser, NY/NJ — Creative Director

2018-2020

- Saved Reckitt Benckiser \$4.5M in billings by establishing the in-house advertising and communications group
 - Managed, mentored, and developed a large creative team across three countries, all while being hands-on
 - Overhauled the social channels for RB legacy brands - delivered impactful campaigns for Instagram, Facebook, and TikTok
 - Conceptualized an Enfamil video that garnered 5M views on YouTube, with 50% completed views (industry average is 25%)
 - Partnered with the (RED) foundation to create an HIV-prevention campaign for Durex featuring Zara Larsson's global reach is 12 million.
 - Produced over 50 pieces of Durex (RED) social content garnering 9.7m views, 38.3m impressions
- Clients: MegaRed, Mucinex, Clearasil, K-Y, Durex, Airborne, Digestive Advantage, Enfamil, Delsym, Neuriva and Cepacol

Wunderman, NY, NY — Creative Director

2015-2018

- Created a digital campaign for Flonase Sensimist; click-through rates increased by 56% from previous efforts on WebMD - the campaign won the MM&M award.
 - Generated three million-plus YouTube masthead views on launch day; 62K new YouTube subscribers
 - Redesigned the Flonase mobile site, increasing traffic by 70% - worked with Google to maximize SEO
 - Integrated and directed large inter-agency mega-shoots to increase cost-effectiveness and ROI
- Clients: Flonase, TheraFlu, Nicorette, Abreva, Sensodyne, Jansen, Esketamine, Merck

Grey, NY, NY — Art Director

2012-2015

- Delivered a multi-channel campaign for Cialis; the results were among the best testing campaigns in Lilly's history - received Effie Finalist recognition.
 - Launched Trulicity campaign, its retention and recall rates tested 25% above industry standards.
 - Partnered closely with the CX and UI team on the launch of Cialis and Trulicity websites
- Clients: Cialis, Trulicity, Advil, Mike's Hard Lemonade, Bosch, P&G, CVS, Purolator, Axiron, Humalog

JWT, NY, NY — Digital Creative Director (Freelance)

2010-2012

- Led the design for the Zyrtec "Love is in the Air" YouTube takeover - the work tested positively in the recall at 80% and persuasion at 90%
- Designed and executed the Sudafed Website, which included a highly successful interactive "visual symptom selector" that drove high engagement
- Ran a Sudafed campaign targeting travelers during cold and flu season; its impact increased traffic to the product page by 168%

Clients: Pepcid, Sudafed, Zyrtec, Microsoft, Stride gum, Bloomberg, J&J

Draft FCB, NY, NY — Associate Creative Director (Freelance)

2010-2010

- Designed digital content for the US Census per government best practices and standards
- Produced a highly memorable mom-centric digital campaign for Aquaphor Baby
- Conceptualized and created a website and digital media for ADHD drug awareness campaign

Clients: Aquaphor, U.S. Census Bureau, Nivea 3 in 1, and Stratterra

Digitas, NY, NY — Associate Creative Director (Freelance)

2009-2010

- Developed and produced DRTV and digital campaigns for Comcast Cable/Xfinity
- Delivered targeted scripts that are driven by the highly reactive and competitive nature of the cable industry
- Generated digital content for the Xfinity iPad app feature and awareness content

McCann, NY, NY — VP Associate Creative Director 2007-2009

- Re-launched Holiday Inn - media included online video, digital content, TV, print, experiential, and OOH
- Collaborated on the Holiday Inn "Key Card Promo," an experiential hotel room made of 200,000 key cards located at NYC's South Street Seaport
- Created work for Intel that put a microprocessor in peoples' hands, showing what powers a computer

Clients: NASDAQ, Holiday Inn & Express, Intel, Goodyear, Avis, Microsoft, Staples, and General Mills

DDB, NY, NY — Associate Creative Director

2004-2007

- Pitched and won Subaru, led client presentations, directed shoots, and supervised junior and freelance teams.
- Collaborated on winning pitch for Lipton Tea and Diet Pepsi, over \$4 million in agency revenue
- Initiated ExxonMobil CRM, Interactive Media, and new master brand standards look and feel.
- Shot a \$1 million commercial for Philips's "Sense and Simplicity" campaign

Clients: Subaru, Lipton Tea, Michelob, Elidel, Philips, Taxotere

SKILLS

Creative Direction, Conceptual thinking, Conceptual design, Concept presentation, Visual Design, Social Media Creation, Mobile design, Motion & Animation

TOOLS

Adobe Creative Suite: InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Dimensions, Spark, XD
Experience with Mobile design, Social Media Animation, Digital Editing, Motion Graphics, Sketch, HTML5

AWARDS

Art Directors Club, One Show, Creativity, American Advertising Award, US AD Review, Graphis, ADDYS, CMYK Magazine, AWNY, MM&M, One Show Short Film

EDUCATION

School Of Visual Arts, NY, NY — BFA in Advertising and Design
with honors