

Chris Baffa

Jersey City NJ 07307 | 917-509-8572 | chris@baffa.com | chrisbaffa.com | linkedin.com/in/chris-baffa

CREATIVE LEAD / CREATIVE DIRECTOR

Innovative and hands-on conceptual creative / art director with a broad background in digital and integrated campaign creation and development. Engage directly with clients to understand brand challenges and goals through open and direct conceptual conversation to generate inventive ideas for various channels and identify improvement opportunities. Utilize a test-and-learn approach in developing campaigns for brands with the ability to pivot to execute creative that delivers results. Optimize balance between creativity and practicality, timelines, designs, and technologies, and between being the 'thinker' and 'doer.'

AREAS OF EXPERTISE

Creative Direction | Generative AI content creation | Conceptual thinking | Storytelling | Art direction | Concept presentation | Visual Design | Digital campaign creation | Social Media Creation | Mobile design | Motion & Animation | Digital Editing | Motion Graphics | Problem solving | Creative management | Mentoring | Upskilling

Technical Tools: Adobe Creative Suite: InDesign | Photoshop | Illustrator | After Effects | Premiere Pro | Dimensions | Media encoder | Figma | XD | Sketch | Microsoft office | Midjourney | Adobe Firefly | Chat GPT | Adobe Express

PROFESSIONAL EXPERIENCE

Cognizant Technologies, NY / NJ

2020 – 2024

Creative Lead

Shaped and refocused the in-house model to be more agile but maintain a creative culture.

- Mentored junior designers and editors in upskilling understanding of storytelling and conceptual thinking.
- Received numerous industry awards for video and digital content in Cognizant's DEI space.
- Engaged with the CEO's office to facilitate key company events, such as the NASDAQ bell ringing, EVP engagements, and corporate and brand-level marketing.
- Transformed the video team to focus on conceptualized ideas and thought-provoking storytelling, resulting in a 135% increase in engagement rate (year-over-year) for our Pride Month social media campaign.
- Created DEI / HR experiences for Cognizant 350,000 global associates and as well as prospective new hires.

Dragons Group at Reckitt Benckiser, NY / NJ

2018 – 2020

Creative Director

Managed, mentored, and developed a large creative team across three countries, all while being hands-on.

- Saved Reckitt Benckiser \$4.5M in billings by establishing the in-house advertising and communications group.
- Overhauled the social channels for RB legacy brands – delivered impactful campaigns for Instagram, and TikTok.
- Conceptualized an Enfamil video that garnered 5M views on YouTube, with 50% completed views, well above the industry average of 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, and 38.3m impressions.

Clients: MegaRed, Mucinex, Clearasil, K-Y, Durex, Airborne, Digestive Advantage, Enfamil, Delsym, Neuriva and Cepacol

Wunderman, NY, NY

2015 – 2018

Creative Director

- 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**2012 – 2015****Art Director**

- 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****2010 – 2012****Digital Creative Director (Freelance)**

- 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**ADDITIONAL EXPERIENCE****Draft FCB, NY, NY****Associate Creative Director (Freelance)****Clients:** Aquaphor, U.S. Census Bureau, Nivea 3 in 1, and Stratterra**Digitas, NY, NY****Associate Creative Director (Freelance)**

Developed and produced DRTV and digital campaigns for Comcast Cable/Xfinity.

McCann, NY, NY**VP Associate Creative Director****Clients:** NASDAQ, Holiday Inn & Express, Intel, Goodyear, Avis, Microsoft, Staples, and General Mills**DDB, NY, NY****Associate Creative Director****Clients:** Subaru, Lipton Tea, Michelob, Elidel, Philips, Taxotere**AWARDS**

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

EDUCATION

Bachelor of Fine Arts (BFA) - Advertising and Design with honors
School of Visual Arts, New York, NY