

# Chris Wooster

Copywriter, Executive Creative Director | [chriswooster@gmail.com](mailto:chriswooster@gmail.com) | [www.chriswooster.net](http://www.chriswooster.net) | 617.510.4901

varsity:

**mcgarrybowen / nyc & chicago** **2009 - now**  
executive creative director, digital  
\$80MM in new business wins to date; united airlines, marriott hotels, staples, kraft, disney parks, sharp, 7up, blue cross, sears

**t3 / austin** **2007 - 2009**  
vp, group creative director  
\$7.5MM in new business wins. ups, marriott hotels, u.s dept. of education, jcpenney, dell

**mullen / boston** **2001 - 2007**  
vp, associate creative director  
\$36MM in new business wins; panera, h&r block, eddie bauer, general motors, four seasons

**baldwin & stone / cambridge** **2000 - 2001**  
senior copywriter  
wolfers lighting, wb mason office supplies, symmons faucets

**zentropy partners / boston** **2000 - 2000**  
copywriter, information architecture  
fleet bank, frx software

junior varsity:

**boston phoenix, wfnx 101.7 / boston** **1995 - 2000**  
creative services supervisor

**waterstone's / boston** **1993 - 1995**

**borders / atlanta and albany ny** **1991 - 1993**

teaching and learning:

miami ad school / new york 2010 - 2012  
instructor, ideas first ad concepting

boston university / boston 1987 - 1991  
b.s in mass communication, mentored by alan holliday,  
founder of hill, holliday

colleagues say on linkedin:

*"one of the top five creatives i've worked with"*  
alyson magliozzi, brand manager, converse (boston)

*"inspires the best in everyone"*  
lorrin salchli, freelance creative director (san francisco)

*"practical, passionate, a boundless source of energy."*  
bill borrelle, svp brand strategy at pitney bowes (nyc)

*"a natural leader and a true shepherd of work"*  
avery carroll, freelance creative director (los angeles)

giving back:

st. bernard project & habitat for humanity 2006 - 2009  
volunteer, hurricane katrina rebuilding, new orleans

icebreakers to ask me about:

cajun & zydeco music, sea kayaking, caribbean islands,  
wendy's "where's the beef" and fedex "fast talking" ads  
circa 1983, my former life hanging out with john updike