

Summary

Chris Vivion is a creative strategist, designer and producer with nearly 10 years experience planning, developing and maintaining a variety of digital projects from content strategy and management to hands-on design and development to on-the-ground video production.

Currently working in the marketing department of HBO as a Senior Producer, he develops online content and strategy for HBO Sports, HBO Latino and other properties. Previously, he worked in New York, London and Dubai, managing creative for clients including BP, Accenture and Emirates Airlines. He is interested in strategist, producer, creative director or other senior-level positions in media, entertainment and arts industries.

Experience

HBO

June 2006 - Present (4 years)

Senior Producer

- > Execute creative strategy and editorial direction for HBO Sports online, including HBO Boxing, a top property on HBO.com, growing in traffic more than 150% during my tenure.
- > Advise HBO Sports on emerging online trends – social, tech, gaming – and help develop unique experiences, including HBO Punchzone, HBO Sports' first second-screen experience.
- > Manage budgets and resources including design and editorial and oversee budgets for a roster of writers, photographers, and video producers.
- > Develop original web content: live event webcasts and "Overtime," exclusive online extensions created by HBO.com for broadcasts of HBO's 24/7 series and *Joe Buck LIVE*. Twice nominated for an Emmy in '09-'10 for role in creating and serving as associate producer on *Ring Life*, HBO's first online-only Sports programming.
- > Co-developed and manage the social media strategy for Sports with marketing colleagues, including successful Facebook and Twitter properties – developing 130K+ fanbase on Facebook and 10k+ fanbase on Twitter.
- > Led initial content development for Battle Maps for *The Pacific* – an in-depth, historically accurate and interactive feature supporting this high-profile HBO mini-series.

Trident Communications (Engage Group)

June 2001 - June 2006 (5 years)

Director of eCommunications/Web Design

January 2006 - June 2006 (6 months)

- > Responsible for overseeing all creative direction and account management for online projects.
- > Managed projects for Emirates Airlines, BP, Allen & Overy, Accenture, and Pfizer in New York, London and Dubai, developing websites, intranets and email-marketing campaigns.
- > Client evangelist: Advised on blogging, social intranet trends, content management solutions and emerging technology ideas.
- > Led the day-to-day operational needs of New York office.
- > Managed a full-time international staff of 4; hired part-time freelance work.

Associate Director, eCommunications

August 2003 - January 2006 (2 years 6 months)

- > Co-lead the development of Trident's online strategy, including user experience, information architecture and email marketing tools, skills and workflows.
- > While in Dubai from '03-'05, developed complete email marketing and microsite strategies for Emirates and Qatar Airlines, including sitemaps, wireframes, design documentation, initial creative.

- > Led the redevelopment of BP's Middle East intranet, reaching thousands of employees in the region.

Senior Creative/Photographer

June 2001 - August 2003 (2 years 3 months)

- > Senior designer on Web team, responsible for all major project work including front end coding and design.
- > Responsible for all New York photography, including shooting, editing and producing client work, hiring freelance photographers.

Additional Experience

Blueeyes Magazine –

www.blueeyemagazine.com

January 2006 – January 2008 (2 years)

Creative Director/Editor

- > Co-ran this award winning online documentary magazine.
- > Directed Blueeyes' redesign in '06 including branding, development and site design.
- > Increased traffic by 60% over two years; grew newsletter subscriptions by more than 100%.
- > Develop all creative strategies including new content features – First Look (collaboration with publishers), Portfolio, Document (blogs).

American University of Dubai

May 2004 - April 2005 (1 year)

Adjunct Professor, Multimedia Design

- > Planned curriculum for 25+ students over three semesters.
- > Taught web design/development basics and best practices.
- > Guided, led and graded coursework.

Honors and Awards

2009/2010	Emmy Nomination	Associate Producer	Outstanding New Concepts, Sports
2008	Print Magazine, Regional Design Annual	Art Director	New York Region
2007	NPPA Best Of Photojournalism	Creative Director, Blueeyes Magazine	Best Web Gallery
2007	The Word It Book	Designer	Featured Design
2006	Web Design Index 6	Creative Director	Featured Site, Blueeyes Magazine
2006	Communicators In Business – Award Of Excellence	Project Manager	Best Online News Service (internal) – Allen & Overy
2005	IABC Awards	Designer	Merit Award – EuCan-AfME Online for Pfizer
2005	IABC Awards	Art Director	Most Imaginative Design – Costain Blueprint Online
2002	Communicators In Business – Best in Class	Art Director/Photographer	Best Design – Trident Communications Online

Education

University of Missouri

BA, Creative Writing/Graphic Design, 1997 - 2001

Activities

Staff member, *The Missouri Review*

Founder/Editor, *Ardentia Literary Magazine/Gallery*