



**CHRIS  
REZNER**  
CONTENT CREATOR  
ART DIRECTOR

## About

I am a senior art director with extensive experience working with some of the best brands and creative in the industry.

As a hands-on mentor, designer, and conceptual thinker, I have decades of experience creating fun, innovative content for branding, print, OOH, social, and video. Throughout my career, I've worked for a variety of clients, including eBay, Kia, Ford, and Lincoln. Agencies and companies I've worked for include Grip Limited, Innocean Worldwide Canada, Manifest Communications, GTB, Diamond Integrated Marketing, Zulu Alpha Kilo, Klick, Crew Marketing Partners, and Match Marketing. If you're looking for a team player that can jump in, problem solve, and embrace challenges on the fly, I'm your guy.

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## Experience

### October 2022 - September 2024

Art Director / eBay & eBay motors

Partnered with a writer to create weekly social content for eBay and eBay motors. Oversaw agency work to make sure they were on brand message and followed brand guidelines

### August 2020 - 2021

Senior Art Director / Smith + Mason co

Worked with Smith + Mason to create social, video and web content for Biosheer

### January 2020 - March 2020 (contract)

Senior Art Director / Us Communications

Concept design for Logic Vapes video and experiential

### September 2019 (contract)

Senior Art Director / Match Marketing

Brand design for La Brae bakery

### August 2019 (contract)

Senior Art Director / Crew Marketing Partners

Lou's Kitchen social post concepts

### April 2019 – July 2019 (contract)

Senior Art Director / Klick

Worked on a variety of pharmaceutical clients, website, concepting

### November 2018 – January 2019 (contract)

Senior Art Director / Zulu Alpha Kilo

Concepting for Tim Hortons radio and TV, online Maytag ads and CAMH

### April 2018 – October 2018 (contract)

Senior Art Director / Diamond Integrated Marketing

Design work and concept work for TD and MBNA content

### October 2016 – March 2018 (contract)

Senior Art Director / GTB

Concept design and production for all Ford and Lincoln brands.

Oversaw and lead all aspects of projects from start to finish.

Mentored a small production team. Worked with different mediums including print, online and video

### Notable Projects

Whiteboard social videos for truck, car and SUV

Fusion Energi social videos

### June 2016 – August 2016 (contract)

Senior Art Director / Manifest Communications

Brand design and style guide creation for Ontario's Universities

### July 2012 – February 2016

Senior Art Director / Innocean Worldwide Canada

Concept design and production for Kia.

Oversaw and lead all aspects of projects from start to finish.

Mentored a small production team. Worked with different mediums including retail, print and online.

### February 2009 – June 2012

Senior Art Director / Grip Limited

Oversaw and lead all aspects of projects from start to finish.

Mentored a small production team. Worked primarily online concepting and designing websites, microsites, banners and facebook apps.

Brands I have worked on Budweiser, Bud Light, Stella Artois, Johnson & Johnson, Splenda, Auto Trader, Honda and Honda Motorcycles

### Notable Award

The Advertising & Design Club of Canada / Silver

Project: **The Alaskan Adventure Microsite**