

CHRIS KOPSACHILIS

Creative Director | Brand Builder | Art Director

Portfolio: chriskop.com | Email: chrisjkopsachilis@gmail.com | Tel: [646.761.8163](tel:646.761.8163) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Art Director with experience leading high-impact projects from concept to execution. Adept at driving brand evolution and market engagement through a rich skill set in branding, performance marketing creative, user experience, and digital media. Skilled in leveraging technology and creativity to craft compelling brand narratives that enhance customer engagement.

CORE COMPETENCIES

Creative & Brand Strategy
Performance Marketing Creative
Cross-Functional Team Leadership
Digital & Integrated Campaigns
Art Direction & Content Development
UX/UI & Visual Systems
OOH, Print, and Motion Design
CRM, Paid Social & Email Strategy
Vendor & Stakeholder Collaboration
Creative Operations & Workflow Management

PROFESSIONAL EXPERIENCE

Director of Creative Services | FreshDirect, New York | 2019 – Present

- Led brand creative across all channels, driving both customer acquisition and retention.
- Directed an in-house team of designers, animators, and copywriters to deliver consistent, high-quality creative at speed and scale.
- Collaborated with Marketing, Product, and Merchandising to align creative with performance KPIs.
- Managed creative partners, agencies, and third-party vendors to execute 360 campaigns and activations.
- Produced high-impact visuals across a range of channels, including email, SMS, push notifications, video, out-of-home, events, social media, print, and employer branding.

Director of Creative Services | Columbia University SPS, New York | 2017 – 2018

- Led design and development teams to revamp creative and web projects across SPS.
- Executed campaigns that increased prospective applicants by 20% YoY.
- Revitalized Columbia SPS's brand and digital presence, across email, paid digital, OOH, collateral, video, and social media.
- Applied innovative strategies to enhance workflow and productivity within cross-functional teams.

Director of Creative Services | FOODKICK, New York | 2015 – 2017

- Managed internal and external creative teams on the launch of a one-hour grocery delivery brand.
- Created branding, packaging, digital content, partnerships and promotional campaigns.
- Developed and codified the brand's visual and verbal identity system.
- Created and managed pre- and post-launch branding and promotion, including visual design, welcome and engagement communication, collateral, email, direct mail, packaging systems, vehicle graphics, out-of-home, and social content.

Creative Director | Time Inc., New York | 2011 – 2015

- Directed a creative team of 12 designers and copywriters, plus an offshore team of web developers, supporting multiple brands.
- Supervised channel optimization initiatives on People.com, realizing over \$1.2MM in incremental subscription revenue.
- Launched consumer marketing initiatives across all Time Inc. brands to sell digital subscriptions on iPad and other tablets.
- Managed the departmental transition from Time Inc. to Williams Lea Tag in 2015, ensuring continuity of operations.

Associate Creative Director | Time Inc., New York | 2007 – 2011

- Led creative initiatives across Time Inc. and Time Warner brands.

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- Designed for high-profile clients including HBO and Martha Stewart Living.
- Directed SEM order forms and email campaigns, boosting conversion by 20%.

Senior Art Director | Time Inc., New York | 2005 – 2007

- Developed multi-channel marketing campaigns driving subscriptions and brand visibility.
- Led direct mail, print, digital, POP displays, and email initiatives.
- Optimized customer order flows across retention channels.

Other roles at Time Inc.

Art Director | Time Inc., New York | 2003 – 2005

Associate Art Director | Time Inc., New York | 2002 – 2003

Graphic Designer | Time Inc., New York | 2000 – 2002

EDUCATION

Center for the Media Arts | Brooklyn College

SOFTWARE & TOOLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, After Effects, Audition), Adobe Firefly, Airtable, Basecamp, CapCut, ChatGPT, Figma, G Suite, Jira, Midjourney, Office 365, SharePoint, Shopify, WordPress

HONORS & AWARDS

- GOLD – Columbia SPS High School Summer Programs (UPCEA 2018)
- SILVER – SPS MS Success Stories Website & Interactive Media (UPCEA 2018)
- GOLD – HBCU Fellowship Landing Page (UPCEA 2018)
- SILVER – Columbia Summer 2018 Website, Outdoor Campaigns & Trade Shows (UPCEA 2018)
- GOLD – San Francisco Career Design Lab Awareness Campaign (UPCEA 2018)
- GOLD – Columbia SPS-Idealist Grad Fairs National Sponsorship – Printed Pieces & Posters (UPCEA 2018)
- Time Inc. Consumer Marketing Award for Direct Marketing (2010)
- DMA Bronze Award – Entertainment Weekly Retention Series (2007)