

CHRIS HANAWAY

Creative Strategy Leader

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[LinkedIn](#) | [Portfolio](#)

EXECUTIVE PROFILE

Creative strategy leader with 15+ years of experience building the systems behind modern brand storytelling. I've worked agency-side, client-side, and inside internal studios, giving me a unique perspective on how ideas move from brief to production to performance. My strength is connecting strategy to execution so teams can do smarter work and deliver stronger results.

SELECTED IMPACT

Produced 50+ national campaigns annually, including a Super Bowl spot

Built creator programs that increased engagement by 80%

Drove 362% engagement lift for Abbott by shifting brand storytelling

Reached 4.2M+ opted-in Home Depot Garden Club members via Gardenieres

CORE CAPABILITIES

Creative Strategy
Content Systems
Creative Production
Brand Storytelling

Creator / Influencer Programs
Cross-Functional Leadership
Performance Optimization
Agency & Vendor Management

EXPERIENCE

Founder & Sr. Director, Creative & Content Strategy | [chanaway5000](#) | 2021–Present

Lead creative strategy and content systems for brands across industries, helping teams move from idea to execution to measurable business results.

- Lead end-to-end creative strategy for integrated campaigns across digital, social, video, and experiential channels
- Build creator and influencer programs that turn authentic storytelling into measurable engagement and community growth
- Develop scalable briefing, editorial, and reporting systems that connect content performance to business goals
- Lead agency partnerships and strategic initiatives from brief through launch, managing creative and production partners

Senior Strategist | Abbott | 2021–2022

Led content and creative strategy for Abbott's nutrition portfolio, using human-centered storytelling and test-and-learn optimization to rebuild emotional brand connection and drive measurable engagement.

- Developed human-centered content programs for Glucerna rooted in real stories from people living with diabetes, shifting brand tone from clinical to empathetic and driving a 362% engagement lift
- Built ambassador and influencer programs that drove an 80% engagement lift by prioritizing authentic voices over product-driven messaging
- Built consumer persona frameworks and tested messaging across content formats, shaping campaign strategy and improving creative decision-making
- Led cross-functional teams across design, social, and analytics to align creative storytelling with channel strategy and performance goals

Content & Creative Advertising Production Lead | Wendy's | 2017–2021

Led national creative production and campaign execution across broadcast, digital, and cultural partnerships, operating at scale across a high-volume brand environment.

- Produced 50+ national campaigns annually across broadcast, digital, and Hispanic market creative, including a Super Bowl spot
- Managed a \$40M annual production budget, overseeing agency partners, vendors, and large-scale campaign execution
- Built strategic partnerships with ESPN, X Games, and FOX Sports, integrating Wendy's authentically into sports and entertainment culture
- Helped shape culturally native branded content that aligned Wendy's with sports audiences, balancing creative ambition with production speed and operational reality

VP, Creative & Content | JP Morgan Chase | 2016–2017

Directed creative and content strategy for the Way You Bank campaign, using culturally relevant storytelling to drive digital adoption and modernize brand perception.

- Led narrative strategy connecting brand purpose to audience aspiration, contributing to 13% growth in active mobile users and a 6.5% lift in digital engagement
- Delivered integrated creative across paid and owned channels, improving click-through rates by 20%
- Helped translate partnerships with Stephen Curry and Serena Williams into culturally resonant creative that strengthened brand relevance with digital-first audiences
- Connected web, mobile, social, and paid touchpoints into a more cohesive digital experience, improving platform consistency across the customer journey

Digital & Content Marketing Lead | Scotts Miracle-Gro | 2011–2016

Built editorial and community-driven content programs that used real human stories to modernize a legacy brand, drive retail engagement, and connect with a new generation of audiences.

- Directed Gardenieres, a three-year content platform built around real gardeners and trusted voices, transforming storytelling into retail action through Home Depot CRM, national HGTV distribution, and live community activation
- Reached 4.2M+ opted-in Garden Club members in a single seasonal send and earned a Home Depot Marketing Innovation Award for driving measurable in-store conversion
- Launched #SpringMoji with 360i, a platform-native social activation that generated 1.6M+ organic participations and 14 earned media features in two weeks
- Developed content partnerships with HGTV and Vice while leading a cross-functional team across web, CRM, and social to build integrated storytelling systems

Education: BA, Communications (New Media Studies), The Ohio State University