

Christopher Wolford

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With over a decade's worth of marketing and communications experience, I'm just as confident leading teams as creating content people love.

Experience

August 2022 - Present

Marketing & Communications Manager *Purdue University*

- Lead a team of four in the design and execution of strategic marketing campaigns aimed at enhancing recruitment, alumni relations, and event promotion.
- Oversee the development of promotional materials and manage digital marketing efforts, including social media campaigns, ensuring alignment with brand messaging and representation in regards to diversity and ensemble membership.
- Collaborate with internal teams and external vendors to maintain consistency in communication, while executing event promotions and public relations strategies.
- Handle budget management and analyze campaign performance metrics to optimize engagement and achieve departmental objectives.

August 2020 – July 2022

Graduate Assistant *Purdue University*

- Assisted faculty of User Experience Design learning studio courses through grading projects and exercises, preparing handouts, and instructing and mentoring of students
- Analyzed data for a project focused on building and supporting critique environments across project-based disciplinary contexts, resulting in lead author publication

March 2019 – July 2021

Digital Production Manager *Lafayette Symphony Orchestra*

- Managed graphic design, website content, and video production for orchestra.
- Planned, organized, and coordinated concert productions, guest artist relations, and event promotions while fulfilling various administrative responsibilities.
- Provided support to board members, donors, and patrons to facilitate smooth operations and communication.

March 2018 – October 2018

Website Administrator *Teach Cyber*

- Developed and managed the organization's website, including content formatting, uploads, and performance monitoring.
- Designed the logo and branding as part of a limited contract role through the Tippecanoe School Corporation and the National Security Agency (NSA).

November 2015 – October 2018

Learning Content Specialist *Author Learning Center, Author Solutions*

- Wrote, edited, and implemented website content and digital marketing campaigns
- Organized and moderated weekly webinars, working one-on-one with presenters to refine materials and information
- Served as public facing representative for site, working closely with subscribers and attending conventions as brand ambassador.

Education

May 2022

M.S., Computer Graphics Technology *Purdue University*

User Experience (UX) Design Concentration, focusing on online communities and digital relationships, specifically on “Exploring Changing Identities of Older Fans in the Taylor Swift Subreddit” ([capstone project](#)). Served as Treasurer of User Experience Design Club.

May 2012

B.S., Religious Studies *Ball State University*

Minor in Creative Writing. Created two independent studies (“Westernization of Yoga” and “20th Century American Fiction”).

Skills

- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Copywriting for marketing, promotional, and digital content
- Event planning and coordination for small and large-scale events
- HTML/CSS for website development and customization
- Project management,
- Social media management and content creation
- Website management and analytics

Publications

Wolford, Christopher & Zhao, Yue & Kashyap, Shantanu & Gray, Colin. (2021). Critique Assemblages in Response to Emergency Hybrid Studio Pedagogy. *LearnxDesign: 6th International Conference for Design Education Researchers* at: Shandong University of Art & Design, Jinan, China, 2021.

Gray, Colin M., Wolford, C., & Huston, D.. (2021). Iterating Overnight: Using Cardboard to Teach Audio During a Pandemic. *Mudd Design Workshop XII: Designing Through Making: 2-D and 3-D Representations of Designs In Campus Facilities and Remotely*, Harvey Mudd College, Claremont, CA, 2021.