

Christopher Wolford

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Marketing and communications leader with more than a decade of experience shaping content, guiding creative teams, and building engagement across higher education, arts organizations, and digital learning communities.

Experience

August 2022 - Present

Marketing & Communications Manager *Purdue University*

- Lead a multidisciplinary team of student designers, writers, and photographers in developing integrated campaigns across digital, print, video, and social channels.
- Create content and strategy for recruitment, alumni engagement, fundraising, and major events, ensuring alignment with divisional goals and brand standards.
- Guide day-to-day content production while monitoring performance metrics to refine messaging and improve engagement.
- Partner closely with campus leadership, student organizations, and external vendors to produce engaging storytelling that highlights student impact and community connection.
- Manage multiple budgets, balancing resources across campaigns while maintaining quality and consistency.
- Foster a mentoring-first team culture, supporting professional growth and recognition, including a student employee who earned Employee of the Year within the Division of Student Life.

August 2020 – July 2022

Graduate Assistant *Purdue University*

- Instructed for User Experience Design studio courses through grading, project feedback, and one-on-one student mentoring.
- Contributed research and analysis to a study on critique environments in hybrid learning contexts, resulting in a lead author peer reviewed publication.
- Strengthened overall skills in research, analysis, and academic writing.

March 2019 – July 2021

Digital Production Manager *Lafayette Symphony Orchestra*

- Led digital content, graphic design, and video production, ensuring a cohesive and refreshed visual identity across platforms.
- Played a key role in rebranding efforts, updating website and aligning messaging across all communication channels to reach new audiences.
- Coordinated concert promotions, guest artist relations, and production logistics while supporting board members, donors, and patrons.
- Balanced creative work with administrative responsibilities in a small team environment, adapting quickly to shifting priorities.

March 2018 – October 2018

Website Administrator *Teach Cyber*

- Built and managed organization's website, curating and maintaining content to support educators and students nationwide.
- Designed organization's logo and foundational branding through a contract with Tippecanoe School Corporation and the National Security Agency.
- Ensured content clarity, accessibility, and alignment with national cybersecurity education standards

November 2015 – October 2018

Learning Content Specialist *Author Learning Center, Author Solutions*

- Wrote and edited educational content and marketing materials for a large online learning community of 5,000+ subscribers.
- Planned and moderated weekly webinars, working closely with presenters to refine content.
- Served as a company ambassador, engaging directly with subscribers and representing the brand at conferences and events.

Education

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

Concentration in User Experience Design of online communities and digital relationships. Capstone project explored identity and community in the Taylor Swift subreddit. Treasurer, User Experience Design Club.

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

Minor in Creative Writing.

Independent studies in the Westernization of Yoga and 20th Century American Fiction.

Skills

- Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere, Lightroom)
- Content strategy and copywriting for digital, print, and social
- Event promotion and experiential marketing
- Website management, analytics, and basic HTML and CSS
- Project management using Asana and Slack
- Social media strategy, content creation, and performance tracking

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.