

Chris J. Bash, MBA

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SUMMARY

Strategic and creative marketing leader with 20+ years of experience spanning finance, technology, education, healthcare, and design. Recognized as a “unicorn” talent who combines analytical insight, creative execution, and cross-industry perspective to drive measurable growth. Proven record of leading integrated campaigns, scaling brands, and managing high-impact teams. Skilled at bridging executive strategy with hands-on execution to deliver ROI, market adoption, and audience engagement.

CORE COMPETENCIES

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| • Brand Strategy & Development | • Digital Strategy, SEO & Analytics |
| • Creative Direction & Team Leadership | • Content Strategy & Storytelling |
| • Integrated Marketing Campaigns | • Budgeting, ROI & Performance Analysis |
| • Demand Generation & Growth Marketing | • Tools: Adobe Creative Suite, HubSpot, Salesforce, Google Analytics, WordPress |

MARKETING / COMMUNICATIONS / DESIGN EXPERIENCE

Marketing & Branding Consultant

Bash Branding & Marketing, Austin, Texas, 2019–present

Advise organizations across multiple industries on brand strategy, campaign development, and digital growth

- Lead integrated brand and digital initiatives driving awareness, engagement, and measurable ROI.
- Provide creative direction, content strategy, and analytics support for small businesses and nonprofits.
- Maintain active consulting alongside executive and board leadership roles.

Vice President of Marketing (Contract)

U.S. Money Reserve, Austin, Texas, 2023

National distributor of government-issued gold, silver, and precious metals

- Short-term leadership engagement during ownership transition; guided marketing strategy and alignment.
- Oversaw integrated campaigns, brand refresh, and creative direction to maintain performance continuity.

Corporate Director of Marketing

O’Connell Robertson, Austin, Texas, 2020

Architecture/engineering firm specializing in K–12, higher education, and healthcare design

- Directed marketing and communications strategy, positioning the firm as an industry thought leader.
- Managed cross-functional marketing team and budget, overseeing PR, proposals, and brand standards.
- Collaborated with firm principals to identify market opportunities and strengthen business development.

Director of Marketing

Texas Public Charter Schools Association, Austin, Texas, 2015–2019

Statewide nonprofit supporting and advocating for public charter schools

- Partnered with legislative team to help secure \$60 million in facilities funding for Texas charter schools.
- Developed and executed annual marketing plans advancing advocacy, visibility, and enrollment growth.
- Managed brand identity, public relations, and creative campaigns across print and digital platforms.

Senior Designer & Marketing Collaborator

Dimensional Fund Advisors, Austin, Texas, 2007–2015

Global investment management firm translating academic research into practical investment solutions

- Supported AUM growth from \$140B to \$230B (+64%) through strategic positioning and creative execution.
- Led creative for Defined Contributions team (\$15B milestone) and corporate relocation to Austin.
- Streamlined vendor relationships to save 35% annually; contributed to \$1.7B in new business wins.

Senior Designer/Consultant

MDS Advertising, Austin, Texas, 2006–2007

Full service, award-winning advertising agency specializing in the real estate industry

- Implemented strategies, positioning and design for the investment group CR Development Group valued up to \$80 million
- Rebranded Realty Austin creating a consistent look and message helping secure their spot as first on best lists in Austin

Senior Designer

National Instruments (NI), Austin, Texas, 2005–2006

Global producer of automated test equipment and virtual instrumentation software

- Art directed print materials showcasing hardware offerings aiding in record annual revenue in 2006 of \$660 million
- Supported global sales office teams selling to 30,000 companies in 91 countries with packaging and promotional materials

Designer

Freescale Semiconductor, Austin, Texas, 2004–2005

Global manufacturer of automotive, consumer, industrial, and networking microcontrollers, microprocessors and semiconductors

- Established rebranding/standardization guidelines upon Motorola announcing their semiconductor division would be divested
- Conceptualized and designed marketing materials supporting global sales force in generating a profit of \$563 million

Art Director

Wallace Price Creative Group, Austin, Texas, 1999–2003

Full service, award-winning advertising agency specializing in the sports industry

- Directed Texas Thoroughbred magazine, a monthly four-color publication of the Texas Thoroughbred Association
- Developed branding, advertisements, programs and media-related materials for new minor league baseball team

BUSINESS / PHILANTHROPY / EVENTS EXPERIENCE

Founder & Chief Marketing Officer

Exercise & Excess, LLC, Austin, Texas, | 2012–Present

Lifestyle and community brand combining exercise, social engagement, and sponsorships with 4,500+ members

- Built and scaled one of Austin's largest lifestyle communities through grassroots and digital marketing.
- Produced weekly events (50–75 participants), securing sponsorships and media coverage.
- Created brand strategy, merchandising, and recurring revenue programs.

VP, Board of Directors / Marketing & Communications Chair

Texas School for the Deaf Foundation | 2018–2023

Raises and disburses funds aimed at helping deaf and hard-of-hearing children across Texas

- Led marketing, digital strategy, and fundraising campaigns to expand visibility and donor engagement.

Director of Philanthropy & Marketing Strategy

Front Steps, Inc., Austin, Texas | 2021–2022

Provides a pathway home through shelter, housing, and community education

- Led multi-channel fundraising and donor campaigns, securing grants and sponsorships.
- Developed brand/revenue strategies during organizational transition.
- Strengthened visibility and engagement through compelling storytelling and digital outreach.

EDUCATION

Executive MBA – Texas Tech University, Rawls College of Business (GPA 3.44)

B.A. Advertising, Cum Laude – Texas Tech University (GPA 3.76)