

# Chris J. Bash, MBA

Strategic Marketing Leader | Brand & Growth Strategy

Austin, TX 78749

512.796.1850 • [chrisbash@sbcglobal.net](mailto:chrisbash@sbcglobal.net)

[chrisjbash.com](http://chrisjbash.com) • [LinkedIn](#)

## SUMMARY

Strategic marketing leader with 20+ years of experience building brands, leading integrated campaigns, and driving measurable growth across finance, technology, education, and healthcare. Known for combining creative direction with data-driven strategy to deliver market impact. Experienced leading cross-functional teams, scaling marketing operations, and translating executive vision into high-performing campaigns.

## LEADERSHIP HIGHLIGHTS

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- Led marketing strategy supporting **\$60M in charter school facilities funding legislation**
- Supported marketing initiatives during **AUM growth from \$140B to \$230B** at Dimensional Fund Advisors.
- Built **Austin Beer Run Club community to 4,500+ members**
- Directed marketing for architecture firm specializing in **education and healthcare markets**

## CORE COMPETENCIES

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- Brand Strategy & Positioning
- Demand Generation & Growth Marketing
- Integrated Marketing Campaigns
- Go-to-Market Strategy
- Marketing Operations & Analytics
- Content & Storytelling
- Digital Marketing & SEO
- Marketing Automation & CRM
- Team Leadership & Cross-Functional Collaboration
- Budgeting, ROI & Performance Measurement

## MARKETING / COMMUNICATIONS / DESIGN EXPERIENCE

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### ***Marketing & Branding Consultant***

Bash Branding & Marketing, Austin, Texas

- Advise companies and nonprofits on brand strategy, campaign development, and digital growth
- Lead positioning, messaging, and creative strategy across multiple industries
- Partner with executive teams to drive awareness, engagement, and revenue outcomes

### ***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.

## **EARLIER CAREER IN CREATIVE & BRAND DEVELOPMENT**

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Senior creative roles supporting global technology brands including National Instruments, Freescale Semiconductor, and agency clients across sports, real estate, and financial services.

## **BUSINESS / PHILANTHROPY / EVENTS EXPERIENCE**

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### **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*

- Grew membership to 4,500+ participants through organic community marketing
- Produced weekly events averaging 50–75 attendees
- Secured sponsorship partnerships and local media coverage
- Developed merchandise, branding, and recurring engagement 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.

## **TECHNOLOGY & TOOLS**

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- Adobe Creative Suite
- HubSpot
- Salesforce
- Google Analytics
- WordPress

## **EDUCATION**

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

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