

Chris J. Bash, MBA

Marketing Executive | Brand, Enrollment & Growth Strategy

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SUMMARY

Strategic marketing executive with 20+ years of experience building brands, leading integrated marketing programs, and driving growth across education, nonprofit, healthcare, finance, and technology sectors. Proven success translating organizational vision into compelling brand strategies, audience-centered communications, enrollment and growth initiatives, and measurable market impact. Experienced leading cross-functional teams, stewarding organizational reputation, and building meaningful connections with families, communities, partners, and stakeholders.

SELECTED IMPACT

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

CORE COMPETENCIES

- Brand Strategy & Organizational Voice
- Enrollment & Growth Marketing
- Integrated Campaigns & Channel Strategy
- External Communications & Storytelling
- Marketing Operations, Calendars & Budgets
- Audience Research & Funnel Optimization
- Team Leadership & Cross-Functional Collaboration
- Agency, Vendor & Partnership Management

MARKETING LEADERSHIP EXPERIENCE

Marketing & Branding Consultant

Bash Branding & Marketing, Austin, Texas | 2019–Present

- Advise education, nonprofit, and growth-stage organizations on brand strategy, positioning, campaign development, and digital growth.
- Develop audience-centered messaging and external communications that build awareness, trust, and engagement.
- Partner with executive teams to translate organizational vision into campaigns, content, and market-facing experiences.

Vice President of Marketing (Contract)

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

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

- Led marketing strategy, creative direction, and cross-functional alignment during an ownership transition.

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 for an architecture/engineering firm serving K–12, higher education, and healthcare markets.
- Managed brand standards, PR, proposals, campaigns, budgets, and cross-functional team workflows.
- Collaborated with principals and market leaders to identify growth opportunities and improve external positioning.

Director of Marketing

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

Statewide nonprofit supporting and advocating for public charter schools

- Led statewide awareness and engagement campaigns that expanded stakeholder participation, strengthened community support, and more than doubled the organization's supporter database.

- Developed and executed statewide marketing plans advancing advocacy, public awareness, family engagement, and charter school growth.
- Managed brand identity, public relations, storytelling, and creative campaigns across digital, print, video, events, and bilingual collateral.
- Partnered with government affairs, school leaders, and external vendors to align messaging across audiences and markets.
- Helped secure \$60M in facilities funding through integrated advocacy communications and grassroots engagement.

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 & AGENCY LEADERSHIP

Built a foundation in strategic marketing, branding, and creative leadership through roles supporting global technology companies including National Instruments and Freescale Semiconductor, as well as agency clients across sports, real estate, financial services, and consumer markets. Developed expertise in brand development, integrated communications, creative direction, client management, and business growth that continues to inform executive marketing leadership today.

EDUCATION, NONPROFIT & COMMUNITY LEADERSHIP

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 a community-based brand to more than 4,500 members through strategic marketing, partnerships, events, and member engagement.
- Produced weekly events averaging 50–75 attendees
- Developed and managed strategic community and corporate partnerships that expanded visibility, increased engagement, and supported recurring program growth.
- 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 and communications efforts supporting visibility, donor engagement, and community connection for a statewide education-focused foundation.
- Partnered with board members, donors, educators, and community stakeholders to strengthen organizational awareness and advance mission-driven growth initiatives.

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

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

EDUCATION

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

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