

# CHRIS THOMES

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## EXECUTIVE CREATIVE DIRECTOR

Emmy Award-winning creative executive and producer with a passion for innovative, creator-driven content and brands seeks to leverage extensive experience in animated and live action content development, production, and franchise management to bring brands to life, creating engaging storytelling that forges lasting connections with audiences of all ages.

### CORE COMPETENCIES

Creative Development, Physical Production, Creative Direction & Design, Virtual Production, Prompt Engineering, AI Generative Media, Copywriting, Franchise & Brand Management, Award Show Production, Promotion & Marketing Communications, Social Media Marketing, Motivational & Public Speaking

### PROFESSIONAL EXPERIENCE

KNOWME™ | April 2024-Present (start-up video-first jobs marketplace)

#### HEAD OF CREATIVE MARKETING (FRACTIONAL)

- Oversee creative direction and storytelling for marketing and creative product design for a start-up, video-first jobs marketplace.
- Achieved 50% increase in user sign-ups for pre-market MVP product tests, 30% improvement in user retention, and 20% reduction in churn through test phases.
- Developed video content strategies including creator and influencer campaigns and original animation skits.

EYIdentity™ | Jan 2018-Present (start-up digital collectibles marketplace with animated lifestyle brand)

#### CREATIVE CONTENT OFFICER (FRACTIONAL)

- Drive creative direction and content, social media, and social media marketing for an animated lifestyle IP/brand.
- Developed Unity and Unreal Engine live animation puppet systems to do live animated show production with brand's characters.
- Designed and produced live animated venue installations where animated character interacted with real people (showcased at ComicCon LA).

Disney Television Studios | Burbank, CA | March 2020-June 2023

#### VICE PRESIDENT, CREATIVE & STRATEGY

- Oversaw studio creative for 30+ TV shows, including family-friendly content, supporting development teams and senior management for key divisions including 20<sup>th</sup> Animation Studios. Focused on creative brand extensions of core animated properties for franchise expansion.
- Increased development of show-driven, targeted social content, trailers, and pitches by 25%, demonstrating expertise in promoting and marketing content to diverse audiences.

ABC Studios | Burbank, CA | November 2017-March 2020

#### VICE PRESIDENT, MARKETING STRATEGY

- Managed daily creative content and marketing operations, developing brand creative and strategies for ABC Studios, with a focus on family-friendly programming.
- Oversaw innovation of new formats and content pipelines (Snap, Twitter, YouTube), demonstrating ability to reach younger audiences through diverse platforms.
- Increased viewership by 30% and boosted engagement by 50% on the ABC platform, highlighting expertise in audience engagement and growth.

Disney/ABC Television Group | Burbank, CA | September 2011-November 2017

#### **VICE PRESIDENT, DIGITAL MEDIA STUDIO**

- Oversaw creative development and production for multi-platform content of key Disney brands including Disney Channel shows, Marvel, Muppets, showcasing experience with beloved family-friendly franchises.
- Executive Producer on over 20 originals for Disney's short form TV slate ABCd, demonstrating ability to develop and execute original content for diverse platforms.
- Expanded reach and revenue through franchise and ad sales opportunities increasing ad and sponsorship revenue by 70% on ABC platforms, highlighting business acumen and ability to drive revenue growth.
- Earned two Primetime Emmy® Awards for outstanding innovative cross-platform programming, *Oscars All Access*, demonstrating excellence in creating engaging and innovative content.

Saban Brands, LLC | Century City, CA | April 2011 - September 2011

#### **EXECUTIVE DIRECTOR, DIGITAL PROGRAMMING AND PRODUCTION**

- Managed programming and production.
- Defined digital strategy and developed tactical goals and objectives that reached across merchandising and licensing, hardline product development and television content initiatives to increase mobile content sales.

Disney Media & Distribution | North Hollywood, CA | January 1999 - December 2010

#### **EXECUTIVE PRODUCER / CREATIVE DIRECTOR**

- Oversaw Creative Direction for Disney.com and various business unit sites and content.
- Produced original video series and premium games, oversaw creative strategies, user experience and branding across, Internet, theatrical, television, games, and publishing efforts.

NBCU | Burbank, CA | January 1997 – January 1999

#### **Producer / Art Director**

#### **ADDITIONAL CREATIVE LEADERSHIP ROLES**

- SoCal Cineforum: Founder
- Executive Director, Digital Programming & Production: Saban Brands, LLC. (original content for Power Rangers and Paul Frank)
- Creative Director & Executive Producer: Disney Interactive and Consumer Products (original content and interactive experiences for Pirates of the Caribbean, The Muppets, Mickey Mouse Clubhouse, Bear in the Big Blue House, and other key Disney Jr. brands)
- Executive Producer and development executive for original series, The Muppets Kitchen & Jim Henson's The Possibility Shop

#### **EDUCATION**

Bachelor of Arts (B.A.), Film | University of California, San Diego

#### **AWARDS & RECOGNITION**

Primetime Emmy Awards (2), Webby Awards (3), Disney Inventor Awards & Patents (5) (see full list on LinkedIn)

#### **INDUSTRY AFFILIATIONS**

- Producers Guild of America: Vice President, New Media
- Academy of Television Arts & Sciences: Governor, Emerging Media
- Creators Guild of America: Board of Advisors
- Producers Guild of America: Producer 32nd & 33rd PGA Awards
- Entertainment Technology Center, USC
- University of California, San Diego: Dean of Arts and Humanities Alumni Cabinet