

CHRISTOPHER THOMBS

Content Designer

- (503) 334-7766
- hello@christopherthombs.com
- christopherthombs.com

Design. Deploy. Collaborate. Lead.

PROFESSIONAL OBJECTIVE

Meticulous, multi-disciplinary Content Designer with solid copywriting and graphic design skills offering 15 years of client-focused service, project management, and content production experience in dynamic environments. Skilled professional who excels in creating original online content, managing websites, and retaining client relationships and business partnerships.

QUALIFICATIONS

- Effective communication and interpersonal skills; ability to work collaboratively or independently in dynamic environments; strong work ethic
- Excellent technical writing and copywriting, editorial, and content management skills
- Adept graphic designer with experience in healthcare and educational environments
- Proficiency with a wide range of delivery tools: design software, web development platforms, learning management systems, and project management software
- Organized, thoughtful, empathetic, and engaged

PROFESSIONAL EXPERIENCE

Design & Marketing Manager

Classical Pearls Herbal Formulas
Jan 2019 - Present
Portland, Oregon

Previous Client 2007-2019

- Develop sales materials for boutique product market: develop and design product manuals and spec sheets, develop online educational courses, and build visual and written sales assets for deployment across multiple channels
- Identify stakeholder demographics using analytics and create sales funnels to inform long term marketing and sales strategy development; collaborate with operations, social media, and vendors to design and write copy for ecommerce website, social media channels, and sales and educational materials; implement marketing and sales strategies
- Design and maintain a digital library of product educational courses and materials targeted at healthcare clinicians and patients
- Manage company brand; establish and manage company-wide visual and written content standards; create and deploy initiatives for long term brand redevelopment
- Conceive, design, and deploy distributor sales packets for US and European markets
- Work with outside web developers and software vendors to redevelop and maintain ecommerce website and knowledgebase software for employees and customers
- Create and manage marketing budget; write marketing proposals and pitch initiatives to operations managers and owners; manage quarterly and yearly sales goals

Content Designer Graphic Designer Marketing Strategist

Blue Poppy Enterprises
Jan 2017 - Jan 2019
Portland, Oregon

- Collaborate with marketing manager, COO, and CEO to redevelop company brand and visual identity; design visual assets and write copy for digital and print deployment across multiple channels: trade show materials, product spec sheets and catalog, web and social media graphics, LMS graphic assets, and product packaging
- Manage team of in-house employees and external vendor to drive ecommerce website redevelopment
- Assist COO in creating continuing education program and hiring staff; negotiate contract with LMS vendor; manage team to migrate 110 courses to LMS; work closely with manager to design course and environment UX/UI; design visual assets for LMS and courses; develop and design program marketing strategy and sales tools

PROFESSIONAL EXPERIENCE CONT'D

**Project Manager
Content Designer
Graphic Designer
Marketing Strategist**

Fort Creative
2003 - Present
Portland, Oregon

PRINCIPAL & OWNER

- Operate and manage consulting business with client focus on website redevelopment, project management, visual and written content provision, and marketing strategy
- Work closely with clients to determine audience and end user outcomes, create project roadmap for all stakeholders, design visual assets and write copy for digital and print deployment, set and meet or exceed expectations and project deliverables
- Manage subcontractors by organizing work, communicating needs, and delegating tasks, including managing smaller project deliverables; ensure smooth and efficient workflow for all project stakeholders and contributors;
- Represent clients when working with outside vendors to manage website and software development; identify problems and work with vendors to determine solutions; manage vendors and subcontractors; support clients in revising operations based on website and software implementations
- Develop, design, and deploy ecommerce and membership websites, LMS environments, and textbooks
- Work closely with clients to develop visual and written brand story; design visual assets and write website copy
- Assist clients in translating and migrating educational courses to a digital platform; create and deploy onboarding campaigns for students; write technical and expository copy for platform UX; manage and administrate users and teams of contributors

**Graphic Designer
Print Production Manager**

Shen Ming Press
2012 - 2015
Portland, Oregon

CO-OWNER

- Co-found small print press to publish complex Chinese calendrical almanac, supplemental technical information, and herbal supplement guide for healthcare clinicians
- Design hand-bound date book with calendrical information, appendices, and indices
- Design and deploy ecommerce website
- Manage pre-press, print production, assembly, and delivery utilizing multiple vendors; manage product sales and shipping

SKILLS & GENERAL EXPERIENCE

- Project Management: identify project requirements, problems, and solutions; assess client and end user needs; create project roadmap and budget; assemble and manage project team; collaborate with client to design content structure; design visual assets and write copy; oversee implementation and deployment across multiple channels
- Design: wire frames, mood boards, and website and software UI mockups
- Copywriting, technical writing, and editing skills: textbooks, technical documents, business reports, sales materials, marketing plans, websites, LMS environments, museum boards, tradeshow materials and signage, product packaging, print advertisements, and client presentations
- Develop, design, and build small business websites: implement ecommerce, blog, and membership solutions using Wordpress CMS and 3rd party SaaS solutions
- Instructional design for digital environments: for course curriculums in LMS environment; develop visual and written content for courses and learning environments; work with clients to design and deploy UX/UI for courses in LMS environment
- Develop, design, and implement brand identity initiatives informed by client discovery, analytics, research, focus groups, and field knowledge
- Additional relevant experience: former grantwriter, photographer

TOOLS

- Adobe Illustrator
- Adobe XD
- Adobe Indesign
- Adobe Photoshop
- Figma
- Github
- HTML, CSS, XML, PHP experience
- Wordpress, Bigcommerce, Shopify, Canvas, Thinkific, Klaviyo, Omnisend
- Familiarity with APIs (HTTP & REST)
- Knowledge of Javascript
- Member: Project Management Institute®
- Working on PMP® and Agile certifications (PMI)

CLIENT EXPERIENCE

Sample list of clients from 2005 to present

TCM Review Seminars
San Francisco, California

Michael Shepard for Port Commissioner
Bellingham, Washington

Origins of Health Natural Medicine
Victoria, British Columbia

Moving Mountain Institute
Portland, Oregon

Institute of Classics in East Asian Med
Lake Oswego, Oregon

Linden Healing Arts
Hood River, Oregon

Hai Shan Center
Corbett, Oregon

Xinglin Institute for East Asian Medicine
Portland, Oregon

Beauport Inn
Ogunquit, Maine

Ky Acupuncture and Botanical Medicine
New Orleans, Louisiana

Health Resources Unlimited
Beaverton, Oregon

Foundations of Naturopathic Medicine
Institute
Snowqualmie, Washington

Blue Poppy Enterprises
Portland, Oregon

Flying Needle Acupuncture & Bodywork
Portland, Oregon

Wellspring of Natural Health
Beaverton, Oregon

White Pine Institute
Amherst, Massachusetts

PROFESSIONAL REFERENCES

Brandon Brown
Software Engineer,
Nike
brandonwbrown@gmail.com
(503) 998-3902

Susan Adams
Instructional Designer,
Achieving the Dream
sadams@achievingthedream.org
(360) 223-7353

Bina Jangda
Owner and Director,
TCM Review Seminars
bina@tcmreview.com
(510) 859-4235

Mitch and Lori Stargrove
Owners, Physicians
Health Resources Unlimited
Wellspring of Health
drmtch@wellspringofhealth.com
drlori@wellspringofhealth.com
(503) 784-9320