

CHRISTOPHER CHAPUT

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WORK HISTORY

GrubHub.com: Creative Director 2011–Present

- » Conceptualized and led brand transition of Campusfood.com customers to GrubHub.com post acquisition.
- » Successfully managed design and implementation of email, social media and print consumer touch points through customer transition.
- » Worked closely with GrubHub Brand Manager to assimilate Campusfood customers to the GrubHub brand.
- » Created unique social media campaigns to drive customers to transfer their accounts to GrubHub as well as engage with GrubHub social media channels.

Campusfood.com | Allmenus.com | Dotmenu.com: Creative Director 2005–2011

- » Helped grow the nation's largest online-ordering food network and menu resource - Campusfood.com and Allmenus.com in 200 cities, 5,000 restaurants, 250,000 menus, and 2 million active users. Acquired by GrubHub.com in October, 2011.
- » Lead designer, copywriter, and brand manager for all marketing collateral, including print, email, banner ads, outdoor advertising, social media, and merchandise for Campusfood.com, Allmenus.com.
- » Manage brand voice and brand look and feel with consistency and integrity across multiple consumer and business facing touch points.
- » UI/UX design of brand websites: Campusfood.com, Allmenus.com, and Dotmenu.com
- » Initiated new integrated campaigns utilizing social media, email, and traditional marketing to increase customer acquisition and retention
- » Conceptualized and designed one of the top Facebook Apps of all time - Food Friendzy - that led to significant customer acquisition for Campusfood
- » UX Design for integrated loyalty program that included badges, awards, coupons and sharing.
- » Write, post and manage day-to-day social media messages
- » Hire, mentor and manage design interns and contractors
- » Build and maintain Facebook Tabs to run contests and landing pages
- » UI Design for integrated Refer-a-Friend program
- » Increased click-through rates for email marketing campaigns by refreshing designs and copy, and introducing triggered email campaigns
- » Update company blog and press materials
- » Complete special projects for management team, such as multi-media presentations and trade show booths
- » Manage creative materials for media partners, including the New York Daily News and Pittsburgh Post-Gazette

The Village Voice: Production Artist 1998–2005

- » Color-corrected and retouched cover and interior photos, working closely with art director on creative direction
- » Managed a high volume of detail-oriented work with firm weekly print deadlines
- » Trained and supervised new production artists
- » Coordinated the transition from traditional pre-press to digital production
- » Served as shop steward, representing the production department in the union

Freelance: 1997–present

- » Graphic design, photography, production, and consulting
- » Clients include: Vanity Fair, Urban Justice Center, Transportation Alternatives, and more.

EDUCATION

School of Visual Arts	Type design with Ed Benguiat	2003
Parsons School of Design	Certificate in Graphic Design	2001
SUNY New Paltz	BA Journalism / Photography	1998
Danish School of Journalism/ School of Journalism, Netherlands	Professional Degree, European Journalism	1997

SKILLS

Photoshop, Illustrator, InDesign, Flash, QuarkXpress, Adobe Acrobat, HTML, CSS, Dreamweaver