

CHRIS DAVIDSON

CREATIVE DIRECTOR

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Providence, RI

ABOUT ME

Creative Director with 20 years of experience leading brand, design, and content strategy. I specialize in translating complex ideas into clear, compelling visual narratives — from brand campaigns and video storyboards to digital assets, case studies, and full-scale content and design systems.

EDUCATION

B.S. RECORDING INDUSTRY MANAGEMENT

Middle Tennessee State University
2002

WORK EXPERIENCE

CREATIVE DIRECTOR

October 2018- April 2026

M-Files

Led international creative strategy, brand direction, and content production for a global B2B SaaS company, overseeing a broad range of deliverables including campaigns, video, digital assets, event exhibits, and collateral. Partnered with marketing, sales, and executive leadership to build and guide an in-house creative team, maintaining brand consistency while translating complex product concepts into clear, compelling visual narratives.

- Scaled brand visibility across global markets through integrated campaigns spanning digital, video, events, and collateral
- Built and optimized a creative production workflow using project automation tools, improving team efficiency and on-time delivery

PRODUCT MARKETING MANAGER

June 2013- October 2018

M-Files

Drove product marketing strategy through the development of video content, digital assets, and sales enablement materials including brochures, presentations, eBooks, and infographics. Hosted webinars and led end-to-end product launches, collaborating cross-functionally to bring new offerings to market and communicate product value to both internal teams and external audiences.

- Supported marketing activities that drove 33–41% revenue growth annually
- Grew YouTube channel from ~700 to over 350,000 views and 6,000 subscribers

DIRECTOR OF MARKETING & COMMUNICATIONS

April 2010- June 2013

START International

Implemented marketing initiatives that helped START achieve consecutive years of record sales. Designed and published multiple product catalogs, oversaw major product launches, and designed & managed corporate and product websites..

SKILLS

Adobe CC - Graphics 

Asana 

Adobe CC - Video 

Hubspot 

Figma 

Marketo 

LET'S CONNECT

LinkedIn
linkedin.com/chrismdavidson

References
Available upon request