

# NATE CRAWFORD

Marketing Manager | Professional Photographer | Graphic Designer  
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Photo & Video - [www.crawfordcaptures.com](http://www.crawfordcaptures.com)  
Design & Marketing – [www.natecrawfordcreative.com](http://www.natecrawfordcreative.com)

## SUMMARY

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Results-driven marketing manager, award-winning food & lifestyle photographer, and graphic designer with over 10 years of experience seeking a dynamic and passionate team to leverage my expertise in producing captivating content and implementing winning marketing strategies for food and beverage companies.

## EXPERIENCE

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### **Crawford Captures Photo & Film, Chicago, Owner/Photographer**

January 2015 - Present

- Directed the creation of captivating photo and video content tailored to the unique brand aesthetics of over esteemed clients including Garrett Popcorn, Frango Chocolate, Bob's Red Mill, and The Spice House, elevating brand recognition and customer affinity.
- Orchestrated seamless production and creative direction for over 100+ photoshoots, liaising with creative teams, clients, and models; ensured timely delivery of premium content, meeting all milestones and staying under budget.
- Applied proficiency in Adobe Suite (Lightroom, Photoshop, Premiere Pro) for post-production techniques, ensuring brand adherence and high-quality output while meeting specified timelines and budgetary requirements.
- Utilized strong social media management and community skills across platforms like Facebook, Tik Tok, and Instagram to amplify reach and engagement for showcased content to a collective following of 30K.

### **The Butter Book/The French Pastry School, Chicago, Marketing Manager**

June 2020 – April 2021

- Oversaw all marketing and branding initiatives, achieving substantial growth in revenue and customer acquisition by spearheading successful omnichannel strategies and impactful social and digital campaigns.
- Orchestrated a pioneering holiday campaign, resulting in nearly \$100K+ revenue and 1,100+ new trial sign-ups within a month through adept utilization of social media, email marketing, and brand/influencer partnerships.
- Led the rebranding efforts for the company, optimizing marketing collateral and digital channels to cater to the home baker consumer segment, significantly enhancing brand presence with engaging visual content creation and management.
- Applied strong writing skills to contribute to copywriting, ensuring brand voice consistency across all platforms.

### **First Hospitality, Chicago, Marketing Manager**

May 2018 – June 2020

- Created comprehensive marketing strategies for 19 select service and full-service hotels, overseeing campaigns across diverse digital channels, including photography and videography requirements for effective storytelling and engagement.
- Managed social media platforms for hotel properties, engaging audiences with visually compelling content and ensuring brand coherence across different digital mediums.

- Analyzed content performance metrics to fine-tune strategies and boost audience engagement and conversion rates.

## SKILLS

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Hospitality Marketing, Marketing Manager, Photography, Videography, Graphic Design, Digital Marketing, Social Media Marketing, Social Media Management, Content Creation, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Creative Direction, Producer, Pre-Production, Post-Production, Email Marketing, Web Design, Ai Prompt Engineering, Generative Ai, Campaign Design & Management.

## EDUCATION

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### Hospitality Management – Bachelor of Science

Eastern Illinois University – Class of 2017

## AWARDS + RECOGNITIONS

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- **Best Food & Restaurant Photographers in Chicago** – UpMenu
- **Shortlisted Image** - Production Paradise Spotlight Awards 2023
- **Honorable Mention Images** – International Photography Awards 2023
- **Shortlisted Image** – International Association of Culinary Professionals Food Photography & Styling Awards 2022
- **75 Collection Winner** – Foodelia International Food Photography Awards
- **13 Best Chicago Food Photographers** - Peerspace
- **11 Best Lifestyle Photographers in Chicago** - Peerspace