

NATE CRAWFORD

Creative Marketing Professional | Photographer | Graphic Designer
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[Photography Portfolio](#) | [Design Portfolio](#) | [LinkedIn](#)

SUMMARY

Results-driven creative marketing professional with over 10 years' experience in graphic design, branding, digital marketing and photo + video within the hospitality and CPG industries. A creative spirit with an analytical heart, having experience both producing various creative content and implementing data-driven strategic initiatives. Has a deep love and passion for crafting deliciously engaging visual content, implementing successful marketing strategies and driving growth for food and beverage companies.

EXPERIENCE

Crawford Captures Photo & Film, Chicago, Owner/Photographer

January 2015 - Present

- Directed and produced the creation of visually captivating content for high-profile CPG clients such as Garrett Popcorn, Aspire Drinkware, Egglund's Best, Bartsian and Nielsen-Massey, contributing to a 20% increase in brand engagement across social platforms.
- Produced over 100+ photoshoots, consistently delivering premium content on schedule and within budget, resulting in a 90% client retention rate.
- Collaborated with and managed cross-functional teams of freelance creative partners, including stylists, models, and production crew, ensuring seamless execution of high-quality projects from concept to delivery.
- Oversaw all aspects of post-production, including retouching, color correction, and asset delivery, ensuring alignment with creative vision, maintaining timelines, and delivering final assets that met client expectations and quality standards.

The Butter Book, Chicago, Marketing Manager

June 2020 – April 2021

- Lead overall marketing and branding initiatives, including all organic and paid social media, paid search, email marketing, PR, and partnerships.
- Redesigned the entire marketing website, doubling free trial and paid membership signups along with a 3x increase in overall website traffic YoY.
- Revitalized the brand's email marketing strategy. Designed and implemented all new email workflows and weekly 'Recipe of the Week' newsletter, resulted in 2x the open rates and increases in email signups YoY.
- Spearheaded a multi-channel holiday marketing campaign, including organic social, email marketing, paid search, and brand partnerships, generating \$100K in revenue and over 1,100+ trial sign-ups, surpassing monthly goals by 45%.
- Managed the brand's social media channels along with hiring and training two social media interns. Lead the creative direction for the social strategy, doubling the brand's following in less than 12 months.

First Hospitality, Chicago, Marketing Manager

May 2018 – June 2020

- Oversaw the marketing initiatives for 19 hotel properties, driving a 15% increase in bookings through various omni-channel marketing strategies.
- Managed social media platforms for 4 full-service hotel properties, engaging with guests by producing visually compelling content and ensuring brand coherence across different digital platforms.
- Trained various social media coordinators at hotel properties by leading virtual corporate marketing trainings aimed at educating team members on best practices and brand standards.
- Collaborated with corporate revenue managers, operations teams and sales to write marketing plans for all 19 hotel properties including allocating spending and photoshoot planning.
- Travelled to various hotel and restaurant properties to produce various food and lifestyle photoshoots.

EDUCATION

Hospitality Management – Bachelor of Business

Eastern Illinois University