

# CHRISTOS DEVARIS

7803 Garland Ave, Takoma Park, MD 20912 | stos@stosmedia.com | 202.809.4059

## WORK HISTORY

NOVEMBER 2012 - PRESENT

### CREATIVE DIRECTOR, BRAND AND MARKETING

*National Geographic Society*

At National Geographic Society, I am responsible for leading the brand and marketing with our SVP and CMO. I oversee an award-winning team of designers, copywriters, operations manager, and photo researcher to create all internal and external marketing. I am also in charge of the brand development, management and enforcement.

We work on the global brand architecture and messaging, national and global multi-media marketing campaigns, and internal and corporate communications. We work in print, digital and video. We market all of NGS's non-profit endeavours (scientific initiatives, education programs, fund-raising and partnerships), and, until 2015, all for-profit businesses (magazines, travel, Nat Geo Kids, licensing).

#### HIGHLIGHTS INCLUDE:

- creating National Geographic's first brand book in its 127-year history,
- taking over Times Square for the launch of the nationwide PhotoArk #SaveTogether campaign, including multiple digital screens, print placements, and on-the ground activation crew to raise awareness for endangered species,
- launching Unique Lodges of the World and National Geographic Journeys, and remaking the NGS trip catalogs,
- launching a new boutique product line of explorer-inspired, artisan-crafted products (including a photoshoot, award-winning website design, and multi-media marketing campaign,)
- bringing consistency to all email communications from the Society, and creating newsletters that increased user engagement,
- implementing a new work-flow process and tracking system and a digital asset management system to improve efficiencies within our department and throughout the organization.

JANUARY 2005 - NOVEMBER 2012

### DESIGN DIRECTOR, CREATIVE DEPARTMENT

*National Geographic Channels*

At National Geographic Channel, I oversaw a team of award-winning designers and animators to create print, digital and on-air marketing materials for the NG family of cable channels. We worked on multi-platform consumer campaigns, as well as ad-sales, affiliate-sales and PR marketing.

#### HIGHLIGHTS INCLUDE:

- leading the Channel through two major rebrands, refreshing the graphic style and redefining the voice (one done in-house,)
- helping to launch two new cable channels: NGC-HD and NatGeo Wild,
- working on some really fun and creative photo/video shoots to create marketing campaigns for key shows,
- developing the award-winning Big Cats Initiative cause-marketing campaign which included a microsite, celebrity driven PSAs, print ads, merchandise, school partnership programs, and the Trick-Or-Treat-for-Big Cats fundraising effort,
- leading the design direction of the award-winning Preserve Our Planet initiative, serving on the POP/Conservation Task Force and instituting the use of FSC-certified paper on marketing materials,
- the in-house design team beating out three outside design agencies for the production of the 2007-2008 Upfront Sales Kit saving \$40,000 over previous years,
- establishing an in-house short-film festival where staff members created short films around random themes.

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## WORK HISTORY (CONT)

OCTOBER 2001 - JANUARY 2005  
DIRECTOR, ON-AIR DESIGN,  
CREATIVE SERVICES  
*Food Network*

At Food Network, I was responsible for the design direction of all on-air marketing materials for the network, all affiliate sales on-air needs, and numerous show packages, managing the on-air design team and their workflow, and working with outside vendors to maintain brand consistency.

### HIGHLIGHTS INCLUDE:

- leading the network through the development of its first real consistent on-air brand identity by redesigning its logo and creating a new graphic toolkit for all Food Network promos,
- art directing numerous live action and photo shoots with various Food Network talent including Emeril Lagasse, Rachel Ray, Al Roker, Bobby Flay, Mario Batali, and others,
- developing and implementing a system for all promotional bugs that coordinated the Food Network design department in New York with the Scripps broadcast facilities in Knoxville, TN.

APRIL 2000 - OCTOBER 2001  
SENIOR DESIGNER,  
CREATIVE SERVICES  
*Oxygen Media*

At Oprah's Oxygen Network, I was responsible for working closely with producers to conceptualize on-air spots, designing and animating on-air promos and interstitials, and working with vendors and freelancers to ensure consistency of brand design.

NOVEMBER 1998 - JANUARY 2005  
DESIGNER/ANIMATOR,  
FREELANCE

While freelancing in New York as a designer and animator, I was fortunate enough to work with some of the top cable television brands and work on some interesting independent projects.

### HIGHLIGHTS INCLUDE:

- designing and animating show packages and promos for various cable networks such as Nickelodeon, MTV, TVLand, and ESPN,
- managing the digital coloring department for MTV's animated show, *Station Zero*, and overseeing the character animation and developing artwork delivery processes,
- branding Democracy Now!, an independent news outlet by designing their logo, developing a new on-air graphics package, and designing their website and some branded products,
- co-producing a music video for Rage Against The Machine's "A Beautiful World"

## EDUCATION

1998  
1991

- Advanced Level After Effects Course, Future Media Concepts
- BFA, Art Media Studies, School of Visual & Performing Arts, Syracuse University

## AWARDS

Throughout my career, I have been recognized with top honors (Gold, Silver, Bronze, or Honorable Mention) from the following organizations: Promax/BDA, Mark Awards, Interactive Media Awards, Intercomm Competition, HOW International Design Awards, OMMA and Digital Sammy Awards, International Awards for Digital Innovative Solutions, the Telly Awards, and the Webbys. If you would like a more detailed list, I am happy to provide one.