

# Christopher Murano

Creative & Design Director

Marlboro, NJ | [cmurano131@gmail.com](mailto:cmurano131@gmail.com) | (732) 779-2316

<http://www.linkedin.com/in/Christopher-Murano> | [chrismurano.com](http://chrismurano.com)

Creative and Design Director with 15+ years of experience leading brand strategy, creative operations, and integrated marketing initiatives across global, multi-brand organizations. Proven ability to translate business objectives into compelling visual systems that drive brand consistency, revenue growth, and audience engagement. Expert in managing cross-functional teams, optimizing creative workflows, and delivering high-impact 360° campaigns across digital, print, experiential, and social channels. Trusted partner to senior leadership, marketing executives, and external agencies.

## Core Competencies & Expertise

- Creative & Design Leadership
- Brand Strategy & Governance
- Integrated 360° Marketing Campaigns
- Digital, Print & Experiential Design
- Cross-functional Team Leadership
- Stakeholder & Executive Collaboration
- Project & Resource Management
- Vendor & Agency Management
- Web, Landing Page, UX/UI Design

## Professional Experience

### CMA Results – East Windsor, NJ (Hybrid)

Creative Director | 2024 — Present

Own creative strategy across digital, print, social, and video platforms, incorporating AI-enabled tools as needed to accelerate ideation and execution, partnering with leadership to align creative output with business priorities.

#### Key Achievements

- Directed end-to-end creative development for integrated marketing campaigns and led the creation of a new design across three magazines, resulting in increased reader engagement and improved on-time delivery rates by 10%.
- Optimized creative intake and archiving workflows, reducing turnaround times by 10% and expanding team capacity without additional headcount.
- Directed brand storytelling post-rebrand, ensuring 100% visual and messaging consistency across editorial, digital, and customer-facing channels.
- Provide creative leadership through collaboration, influence, and hands-on execution across cross-functional teams.

### Anywhere Real Estate, Inc. – Madison, NJ (Remote)

Creative & Design Manager | 2020 — 2024

Directed creative strategy for international real estate brands Better Homes and Gardens® Real Estate and ERA® Real Estate, partnering with the CMO and agencies to deliver integrated print, digital, and social campaigns. Led end-to-end creative execution for sales, product, event, and 360° brand initiatives while optimizing resources to improve service levels and reduce costs.

#### Key Achievements

- Led creative design & strategies across 3 global brands (CENTURY 21®, Better Homes and Gardens® Real Estate, ERA® Real Estate), supporting thousands of agents across multiple markets.
- Reduced creative spend by 5% through agency and workflow optimization while improving service levels.
- Streamlined submission and archiving processes, cutting turnaround time by 15% and increasing asset reuse by 20%.
- Delivered high-impact print and digital graphics, driving increased gains in campaign engagement.

### MC<sup>2</sup> Brand Experience – Paramus, NJ

Senior Graphic Designer | 2015 — 2020

Delivered experiential, tradeshow, and large-scale brand environments for global clients including Lexus, Toyota, and Motorola Solutions.

#### Key Achievements

- Designed and managed experiential projects with budgets exceeding \$1M, contributing to long-term client retention and repeat engagements.
- Engineered 53' tractor-trailer design display for the Lexus Racing Program, supporting national tours and increasing consumer engagement at live events.

- Led creative design and production management for Lexus Racing Pavilion, helping secure consecutive contract renewals.
- Developed high-impact tradeshow and lifestyle environments that increased brand visibility and audience interaction at major industry events for Toyota.
- Developed creative design for Motorola Solutions tradeshow initiatives, elevating brand presence and engagement across internal and external audiences.

#### [KPMG, LLP \(Management Consulting\) – Montvale, NJ](#)

##### [Senior Graphic Designer | 2014 – 2015](#)

Supported management consulting initiatives through high-quality creative solutions across digital and print platforms.

##### **Key Achievements**

- Produced integrated 360° campaigns including HTML emails, interactive PDFs, UI assets, whitepapers, and infographics.
- Won the 2015 American Inhouse Design Award for event invitations and materials for the U.S. Cross-Border Tax Conference in Miami, FL.
- Led design for proposals, presentations, and sales materials while maintaining strict brand compliance.

#### [MC<sup>2</sup> Brand Experience, Chestnut Ridge, NY](#)

##### [Graphic Designer | 2009 – 2014](#)

Developed high-impact proposals and client presentations, managing production with internal and external vendors to deliver innovative design solutions for Canon, Bloomberg, and Caterpillar.

##### **Key Achievements**

- Assisted with Canon's internal tradeshow program, providing on-site support for multiple annual events, ensuring consistent brand execution and operational efficiency.
- Conceptualized and delivered "The Kobe Bryant Gymnasium" experiential environment, transforming large-scale interior spaces through historic photo montages and custom graphics, increasing internal engagement and brand storytelling impact.
- Expanded Bloomberg's internal tradeshow program across 30 business units, designing modular structures and high-impact graphics that improved brand visibility and cross-department alignment.
- Advanced Caterpillar's brand visibility across construction, resource, and transportation markets through high-impact tradeshow design and production initiatives.

## [Additional Experience](#)

Freelance Graphic Designer – Rutgers School of Nursing

Freelance Graphic Designer – Seton Hall University

Freelance Graphic Designer – Fort Group Inc.

## [Education](#)

Bachelor of Arts – Seton Hall University

Certificate in Web Design

## [Technical Skills](#)

- **Design & Creative Tools:** Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Premiere, Acrobat, XD)
- **Web & Digital:** WordPress, CMS, Adobe Experience Manager, CSS, HTML5
- **Collaboration & PM:** Canva, Asana, Figma, Box, Dropbox, CADtools, Perfect Resize, Sharefile
- **Business Tools:** PowerPoint, Teams, Excel, Word, Outlook, SharePoint, OneDrive
- **AI Tools:** ChatGPT, Gemini, Midjourney

## [Awards & Recognitions](#)

- American Inhouse Design Award (2015)