

CHRISTOPHER EARL CROTHERS

Address withheld from online viewing | chriscrothers@comcast.net | www.chriscrothers.com

COMMUNICATIONS EXECUTIVE

Dynamic, award-winning communications executive with demonstrated success in all aspects of corporate and nonprofit communications. Over fifteen years of management integrating business, technology, marketing, art, and media disciplines to effectively and creatively accomplish objectives. Strengths and experience include the following:

- Developing and executing ambitious communications plans and long-term strategic plans; hiring and managing a communications staff and consultants; creating and managing a budget; responding to the dynamic internal and external communications needs of an organization; providing quality control and applying consistency to written word and image branding; and maintaining media relations and outreach.
- Website development including design, coding, copy writing, and publishing.
- Strong writing, research, strategic thinking, creative thinking, leadership, and project implementation skills.
- Extensive experience in graphic design, layout, brand identity, copy writing, and photography. Diverse portfolio of high-quality print and electronic publications and electronic media for corporate, nonprofit, and entertainment fields. Materials include annual reports, research documents, magazines and newsletters, visual presentations, and web-based communications, among other institutional marketing and publishing projects.
- Experience in fundraising and development strategy: creating and publishing appeals and proposals to individuals, foundations, and corporations; developing non-traditional philanthropic development methods; and writing grant requests.
- Programmatic and grantmaking experience with regard to disaster recovery, education, health and wellness, workforce development, community development, racial and social equity, and wealth / asset building.
- Professional use of various industry-standard business, website, graphic design, and social networking computer applications including InDesign CS3; Dreamweaver CS3; Fireworks CS3; Photoshop CS3; Illustrator CS3; Adobe Acrobat; Quark; and Facebook (Web 2.0 communications applications). Extensive experience with Sound Forge; MGI Videowave; IPSwitch FTP; RaisersEdge 7.0; Microsoft Access; Microsoft Word; Microsoft Excel; Microsoft Powerpoint; Microsoft Publisher; COBOL; Turbo Pascal; and Dbase.

PROFESSIONAL EXPERIENCE *including points of interest*

Foundation for the Mid South (FMS), Jackson, Mississippi ***Communications Director***

2003–present

- Recipient of multiple Council on Foundations' Wilmer Shields Rich Awards Program Awards for Excellence in Communications: 2007 Gold Award (*Special Reports category*), 2006 Gold (*Special Reports category*), and 2006 Bronze (*Magazines/Periodicals category*)
- Selected Southeastern Council of Foundations Hull Fellow
- Instantly reduced the foundation's unrestricted funding requirements by \$111,000 annually in consultant costs
- *Partnerships and Changing How People Think* essay published in the Council on Foundations' journal *Philanthropy & Rural America* (2008)
- Member of FMS executive leadership team for the Rural Development Philanthropy Endowment Initiative
- Member of Emerging Practitioners in Philanthropy

Cro'Ative Communications, Jackson, Mississippi
Freelance Communications Consultant

2006–present

Successfully met varied and diverse communications needs including strategic planning, web design and creation, publishing, and brand identify, among others. Clients include the following:

National Office of Parents for Public Schools
Jackson Chapter of Parents for Public Schools
Community Success Strategies, Inc.
Sal & Mookie's Restaurant / Pi(e) Lounge
Freed Law Group, PLLC

Mississippi Lion's All-State Band
Broadmeadow Neighborhood Association
Bethlehem Center, Inc. of Jackson Mississippi
Broadmeadow United Methodist Church
Briarwood Wine and Spirits

MusiQuarium, LLC, Jackson, Mississippi
Co-owner / Manager

1999-2003

- Successfully developed and executed a business prospectus resulting in the creation of a Limited Liability Corporation funded strictly through private investments totaling \$300,000
- Responsible for business operations: staffing, training, bookkeeping, buying, controlling inventory, advertising, marketing, strategy, and promotion
- Articles featuring MusiQuarium in *Southern Living* and *Southwest Airline* magazines
- MusiQuarium was voted “Best in Jackson” in two categories in the *Jackson Free Press* weekly periodical

Be Bop Record Shop, Jackson, Mississippi
Manager

1991-1999

Responsible for daily business operations: staffing, training, bookkeeping, ordering and controlling inventory, Ticketmaster sales, advertising, marketing, and promotion.

EDUCATION

Graduated 1994 from Mississippi State University in Starkville, Mississippi with a Bachelor of Science in Management Information Systems (MIS).

INTERESTS

Volunteer

- Board president of the Broadmeadow Neighborhood Association
- Co-chair of the Annual Grasshop for Play fundraiser for the Privette School
- Former board member of the Bethlehem Center
- Pro bono communications consultant for McWillie Elementary School
- Volunteer American Diabetes Association
- Volunteer for Hearts Against AIDS
- Entertainment Co-Chair Fondren Neighborhood Renaissance
- 2002 Chair for the Twin Lakes Diabetes Children's Camp Fundraiser

Cooking

Self-published and subsequently sold all copies of a cookbook of Gulf cuisine recipes entitled *Scattered, Smothered, and Crother'd* during 2007 holiday season.

Music (drummer)

- Featured on three CD recordings and co-owned a record label
- Served as section Leader for McDonald's All-American Band
- Member of international, award-winning Mississippi Lion's All-State Band

Family

- Husband of 12 years
- Father of two children ages 2 and 5.