

KRIS BROWN

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REFERENCES
WRITING SAMPLE
PORTFOLIO

Versatile, engaging professional with a knack for shaping brands, building teams and growing sales. Over 25 years experience across Fine Art, Hospitality, Publishing and Management. Skilled in Marketing, Distribution, and Customer Service. Exceptional written and verbal communication skills. Experience in Advertising, Design and Copyediting, with a keen eye for clean, eye-catching design and compelling promotions. Proven leadership in fast-paced, deadline driven environments. Commitment to honesty, integrity, teamwork, and positivity. Highly motivated, fostering empowering relationships, mentoring talent, and driving operational success. Eager to take on fresh challenges and contribute value to every interaction.

PROFESSIONAL EXPERIENCE

Commissioned Painter, Muralist

Art and Design have been a steady source of work since starting as a political cartoonist and strip writer for *The Breeze*. This lead to freelance work on campus and a substantial body of work as time went on. From 2005 until 2010, I ran a decorative painting business full-time. I moved to Austin to pursue music, still picking up creative work, painting commissions, and designing ads for people in my network. I also produced a series of murals for Clay Madsen Recreation Center in Round Rock and coordinated an open house and promotions for a gallery downtown. I relaunched my business at the beginning of 2020. Covid set me back, but led to an opportunity managing two busy studios.

Studio Manager

Managed two locations of this full-service paint-and-sip, hosting private events, open studio, summer camp and corporate teambuilding classes. Consistently among the top studios in customer satisfaction and sales. Hired new artists and cooks, managed schedule and assigned paintings and tasks to be completed each week. Coordinated seamless transition of multiple daily sessions of up to 3 classes per session. Reined in unnecessary expenditures, streamlining purchasing and inventory. Fostered a positive, creative atmosphere, improving customer experience and bolstering artist confidence and ownership in our success. Generated team memos and reports covering the week's performance, banquet event orders, and current promotions. Handled local marketing and B2B outreach, cross-promotional deals with hotels and conference centers, and coordinated with event planners, calendar creators and influencers. Created all in-store and sidewalk promotions while maintaining robust social media presence.

Freelance Artist, Owner of Magpie Murals - Leesburg, VA (2003 -2025)

Muse Paintbar - Arlington/Gainesville, VA (2020-2024)

Fine-Dining, Event and Bar Service

Provided exceptional customer experience at one of the highest performing locations of this iconic establishment. Played a key role in organizing and executing high-profile events that consistently exceeded client expectations. Brought gourmand sensibilities with expertise in wine service and pairing, guiding the guests and ensuring their expectations were far exceeded. Clientele consisted of Senators, Congressmen, Supreme Court Justices and a host of high profile athletes and entertainers.

The Palm - Tysons Corner, VA (2018-2020)

Bartender, Bar Manager, Event Coordinator

Worked several roles in one of the biggest "foodie towns" in the country. Bartended, managed and eventually moved to coordinating large-scale events. Handled inventory, scheduling and the creation of new cocktails and promotions. As an Event Coordinator, I sold food and entertainment packages catered to the desired atmosphere, offerings and vibe. Clients included directors Richard Linklater and Robert Rodriguez, Dropbox, Rockstar Games, Governor Greg Abbot and UT Austin Football.

Taverna, Gumbo's, Steiner Ranch Steakhouse, The Goodnight - Austin, Texas (2010-2018)

Copyeditor, Sales Manager, Circulation Director

Advertising Consultant

As with Art, my career in Publishing started at *The Breeze*. Roles in various newspapers and magazines spanned many departments. Developed campaigns and sold advertising in two city-wide papers with multiple daily deadlines. Conceived effective readership acquisition and retention promotions. Oversaw layout, printing, retail distribution and advertising sales. Managed a client base that included University of Colorado, Red Rocks Amphitheater, The Fillmore, Boulder Theater and the City of Boulder. Managed the editorial and advertising department for a monthly paper, directing product redesign while implementing high-impact low-cost marketing solutions to boost readership. Set up circulation, distribution, and promotions for a regional lifestyle magazine, negotiating product placement in over 200 locations, including Dulles Airport, Borders, Books-A-Million, Whole Foods, Target and Wal-Mart. Worked closely with print houses, national distributors, USPS and the Library of Congress.

The Market Courier, Loudoun Magazine - Ashburn/Leesburg, VA (2000-2003)

Boulder Planet, Daily Camera/Rocky Mountain News - Boulder, CO (1997-2000)

SKILLS AND ACHIEVEMENTS

Cross-Industry experience and the ability to think across disciplines, refined my skills through each career phase. Extensive operational leadership and management rolls showed me challenges faced in coordinating staff, managing inventory, driving sales, and creating promotions while balancing other leadership responsibilities. Each roll in my career has involved time-critical operations and strict deadlines, including large printings distributed on a regional scale. Each roll has also granted me insight into establishing rapport and respect with and within my team. I've developed comprehensive, engaging training programs for new artists and bar staff. Managing creatives, I encouraged talent development and created a showcase for them to sell work and promote their brand. With employees and customers alike, I've committed to a professional style of communication that strives for clarity and offers respect. I'm good with people, I write well and I'm experienced instructing large, high energy groups.

My own skill set has grown in unanticipated ways. Art, Murals, and managing the Studio are obviously a big part of any creativity and design expertise I possess. But, starting in newspaper, specifically Advertising, gave me a much deeper appreciation for design when applied to communication and persuasion. Conveying effective, simple messages to which people can relate and remember, visually and verbally. Working at a paper with the full-press setup, then with print houses for a magazine showed me a side creative process I never would have seen otherwise. Even hospitality exposed me to aesthetic concepts on presentation and detail applicable anytime something needs to be accomplished perfectly, yet efficiently. Balance and creative problem-solving. Sales, Customer Service and really just being an ambassador for what you stand behind almost always grows with time and experience. My sales experience started with the newspaper as well. I learned sales philosophy and received lots of great training from outside consultants and educators. Very lucky to have had that experience. Selling effortlessly, however, came from Hospitality. Suggestive and up-selling, reading and mirroring people, pacing. I learned more about motivation and human nature from that aspect of my career than any other. It's been a master class in life in a lot of ways.

As far as systems, computers or otherwise, in each industry I've learned how they are implemented and why. I'm a proponent of efficiency and all for implementing new tech, but I also understand solutions come in many forms. All of this has afforded me the ability to adapt and excel in dynamic settings and take on new responsibilities with ease. Starting my own business added to my entrepreneurial insight and digital savvy. I managed taxes, licensing, insurance, promotions, SEO, Social Media and did my own web design. Overall, I'm skilled in a broad range of computer applications, including Office, Square, Google Workplace, Squarespace, WIX, BlueHost and Slack. I'm also comfortable with legacy systems.

**JAMES MADISON
UNIVERSITY**

- BA History, MN Business *cum laude*

Phi Alpha Theta, Pi Sigma Epsilon, Cartoonist for *The Breeze*, Semester in London, Volunteer Prison Tutor, Intramural Soccer and Basketball

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