

CHANDLER BURGESS

CREATIVE DIRECTOR · PRODUCT CREATIVE TECHNOLOGIST

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SUMMARY

Most creative directors brief the build. I ship it.

Twenty-one years setting brand vision, campaigns, and content for action sports and resort destinations, most of it spent leading teams — internal, agency, and cross-functional. Creative is home base, but I run the whole funnel — strategy to spend to creative to signal, and back around. Fourteen of those years at Killington. Most recently I led a fifty-year-old brand through a full rebrand, then built and deployed the AI-powered governance platform that keeps it consistent, alone. The story comes first. The system keeps it alive. Fluent from concept and art direction through production code.

EXPERIENCE

CREATIVE DIRECTOR & TECHNICAL PRODUCT LEAD 2024–2026

Woodward (POWDR) · Park City, UT

- **Led the rebrand of a 50-year-old action sports brand.** Guided internal teams and agency partners through positioning, brand architecture, personality, voice, and visual identity during a period of significant change for the business — then through the applied design system: grid, template libraries, and asset kits across social, email, web, and print, built out for camps, mountain centers, and urban centers.
- **Set the audience the brand now speaks to.** “The Creative Athlete” — a Gen Z profile of kids who treat sport as self-expression — and the direction that follows from it across casting, photography, film, sound, and color.
- **Then built the system that holds it — this one alone.** The Brand Operating System, concept to deployment. An 82-page brand platform became living software: real-time conformance scoring, automated brand review, and on-brand generation across 30 interlocking tools — Creative Engine, content tracker, campaign planner, weekly digest. Four live instances: PA, Park City, Tahoe, Copper. One clip in, 16 on-brand outputs out.
- **Ran it for ~\$6–9K a year in platform cost.** Infrastructure and API — multiplying what the creative budget produced, not replacing it. Stack: Anthropic API, React, TypeScript, Supabase, Netlify, GitHub CI/CD, model behind a serverless proxy. Real infrastructure, not a prototype.
- **Ran a full internal agency and built capability inside it.** Directed video and photography, led the creative team day to day, and managed agency and freelance partners. The tooling I shipped put on-brand production in the hands of non-designers and took the review bottleneck out of everyone’s way.
- **Led partner-brand creative** with YETI and Nokian Tyres. 750K+ monthly social impressions off short-form video.
- **Ran the funnel, not just the creative.** Campaign strategy through paid deployment across camps, mountain centers, and urban centers — briefing and building the asset sets each channel and funnel stage needed, working with media partners on allocation, and iterating on what the performance data said rather than on preference.

PORTFOLIO CREATIVE STRATEGIST 2022–2024

POWDR · Park City, UT

- **Led change management across the portfolio, with no direct reports at any property.** Sent into teams where the work had stalled — four separate projects, each with its own team and its own problem: Mt. Bachelor, plus the national-park concessionaire holdings at Stovepipe Wells, Zion Lodge, and Zion Mountain Ranch. Reset the creative direction, rebuilt the output, handed it back running. Influence and partnership were the only levers available.
- **Architected and deployed a centralized DAM enterprise-wide.** Nine resorts, two national parks.

BRAND MANAGER & CREATIVE DIRECTOR 2018–2022

Killington Mountain Resort & Pico · Killington, VT

- **Translated brand strategy into a working marketing funnel.** Partnered with media and performance agencies including Deutsch LA, Love Media, and Lift Marketing against \$500K–\$1M in annual digital spend — deploying the budget, creating and shipping the assets each channel and funnel stage required, then reading the analytics and evolving the campaign on what the numbers actually said.
- **Reclaimed “Beast of the East.”** Repositioned the largest resort in the East as a four-season destination, not a winter mountain. +17% winter revenue (2015–2019) · +14% season-pass visits · +285% mountain biking.
- **Led the team behind “Fast & Fearless,”** the FIS World Cup campaign built around five US Ski Team athletes including Lindsey Vonn and Mikaela Shiffrin. Crowds climbed 30K to 39K in three years. NSAA Best Overall Marketing Campaign and Best Use of Video.
- **Created “King of Spring,”** a seasonal brand character that ran nine films over nine years. The 2016 breakout, Old Man Winter: ~175K organic views, 150K of them in the first 24 hours, \$0 paid. Featured in POWDER.
- **Ran creative for a year-round event calendar.** Promotional and content storytelling across every event on the mountain — the FIS Alpine World Cup, three consecutive seasons of Winter Dew Tour, the Spartan Race World Championship, MAXXIS Eastern States Cup, Brewfest, Cooler in the Mountains, the Stage Race, and the spring culture events. Built on-site activations and co-branded creative through partner brands’ own standards and approval chains.
- **Co-founded and published 4241** and kept it running for a decade — a 152-page print magazine, 1M+ copies distributed, ~75 films, and a 4.9-star podcast. Self-initiated in-house, not a top-down brief. It spun out the agency Buttery.

CREATIVE SERVICES & INTERACTIVE MANAGER 2012–2018

Killington Mountain Resort & Pico · Killington, VT

- **Owned brand guidelines and creative production end to end** — magazine, print, digital, web, photography, video.
- **Led the creative team and rebuilt the workflow** to cut production cost.

INTERACTIVE MANAGER 2008–2012

Killington Mountain Resort & Pico · Killington, VT

- **Ran web and interactive from the inside.** Directed site strategy, UX, and the delivery of web applications wired into mobile apps, digital signage, and resort-wide communication systems, working with agencies and internal dev teams. Hands-on HTML and CMS work across the site and CRM campaigns.
- **Directed resort website strategy and UX,** growing reach and driving operational efficiency alongside agencies and internal dev teams.

GRAPHIC DESIGNER 2005–2008

Copper Mountain Resort (POWDR) · Copper, CO

- Print and digital design for a major resort brand.

CORE SKILLS

CREATIVE Brand strategy · Creative & art direction · Campaign development · Paid media & funnel strategy · Media agency partnership · Spend allocation & performance iteration · Content strategy · Copywriting · Photography & video direction · Motion / postproduction · Editorial design & publishing

SYSTEMS & LEADERSHIP Brand governance systems · Creative operations · AI product prototyping · Digital strategy · Change management · Stakeholder & team leadership · Agency / freelancer management

TOOLING Anthropic API · React · TypeScript · Supabase · Netlify · GitHub · Polotno SDK · Adobe Creative Suite · DAM systems

EDUCATION

BFA, Design Communication — Minor: Illustration & Web Design · Texas Tech University, 2003

Study Abroad — Lorenzo de’ Medici, Florence, Italy