

CHANDLER BURGESS

CREATIVE DIRECTOR · PRODUCT CREATIVE TECHNOLOGIST

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SUMMARY

Brands last when they are true. The work is distilling what an audience already feels into something unmistakable.

Twenty-one years leading brand and creative in-house — positioning and identity, integrated campaigns, film and editorial at scale, retail and live events, and the teams and agency partners who execute. I direct the work and I make it: I shoot video and stills, I edit, and I have since 2005. I have run brand across a nine-property portfolio, repositioned a legacy destination in a way that has held since 2009, and created seven brands that did not exist before me. I hire and develop creative teams, own the budget, and present to executive leadership. I also write the software: the AI platform behind my last brand is thirty tools I built and shipped myself, live in four independent instances. Creative is home base, but I run the whole funnel — strategy to spend to creative to signal, and back around.

SELECTED RESULTS

+17% revenue · +14% membership visits · +285% category growth · event attendance 30K → 39K in 3 years · 2 NSAA awards incl. Best Overall Marketing Campaign · 1M+ magazines printed & distributed · ~75 short films directed, shot and edited · 175K organic views on \$0 paid · 750K+ monthly social impressions · brand standards live across 9 properties + 2 national parks · 30 AI production tools written by me, 4 live instances

EXPERIENCE

CREATIVE DIRECTOR & TECHNICAL PRODUCT LEAD 2024–2026

Woodward (POWDR) · Park City, UT

- **Led a fifty-year-old brand through a full rebrand and took it to market.** Positioning, brand architecture, personality, verbal expression and visual identity with internal teams and agency partners — grounded in a defined Gen Z customer that then decided casting, photography, film, sound and copy. Presented and defended it to executive leadership.
- **Built the brand with a rigid core and a flexible edge.** Consistent to the consumer at global scale, with graphic accent elements and language modifiable per location — then worked with each property on how the brand actually came to life there. Delivered as a visual identity and graphics package plus a verbal identity package, with the guidelines, playbooks, templates and asset kits behind them.
- **Ran brand and creative across three business lines.** Campaigns, film, social, email, web, print, retail and physical space. Directed agency partners where the scale called for them and made the work in-house where it did not.
- **Designed and built the brand platform underneath it — concept to deployment, under one person.** Thirty AI-in-the-loop tools on the Anthropic API: conformance scoring, automated creative review, on-brand generation. React, TypeScript, Supabase, Netlify, behind a serverless proxy. Live in four independent instances at roughly \$6–9K a year in infrastructure and API. I wrote all of it, having started writing production code in 2024. One twenty-second clip deploys as sixteen on-brand assets across five channels, and review cycles that ran days close the same afternoon.
- **Built it to teach, not to police.** Every flag explains which rule it hit and what would make the work right, because the goal was to grow the team's ability and confidence rather than train them to defer to a machine. A designer can disagree with a flag and win, and the override becomes a reference the system uses next time. Adoption was voluntary throughout — an option people chose, never a step they were made to take.
- **Led premium partner programs with YETI and Nokian Tyres.** Co-marketing with brands carrying their own guidelines and approval chains, aligned without either identity losing integrity. 750K+ monthly social impressions off short-form video.
- **Ran the funnel, not just the creative.** Campaign strategy through paid deployment — briefing and building the asset sets each channel and funnel stage needed, working with media partners on allocation, and iterating on what performance data said rather than on preference.

PORTFOLIO CREATIVE STRATEGIST 2022–2024

POWDR · Park City, UT

- **Led creative across four business units and nine properties, with no direct reports.** Deployed into stalled teams, diagnosed where the model was breaking, reset direction, rebuilt output through agencies and freelancers, handed it back running. Adoption was voluntary, so the standards had to be good enough that people chose them.
- **Architected and deployed a centralized DAM enterprise-wide.** One approved asset system across nine properties and two national parks — rights, versioning, naming and release paths. Six years administering Canto, including its AI tagging and visual search across an enterprise library.

BRAND MANAGER & CREATIVE DIRECTOR 2018–2022

Killington Mountain Resort & Pico · Killington, VT

- **Built the Killington brand system from scratch and owned brand across a full consumer business — lodging, dining, retail, instruction, events and a membership product.** Rebuilt the visual and verbal identity, then made it work everywhere. Repositioned the largest resort in the East as a four-season destination and reclaimed “Beast of the East,” a name it had earned in the eighties and stopped living up to. +17% winter revenue (2015–2019) · +14% season-pass visits · +285% mountain biking. The position has held since 2009 through two agencies and a change of ownership.
- **Led “Fast & Fearless,” an integrated campaign inside an international sport ecosystem.** The FIS Alpine World Cup, built with the team around five US Ski Team athletes including Lindsey Vonn and Mikaela Shiffrin — broadcast, digital, social, print, out-of-home and on-site, delivered through international federation, sponsor, host-market and broadcast approval chains. Attendance climbed 30K to 39K in three years. NSAA Best Overall Marketing Campaign.
- **Co-founded and published 4241, a 152-page magazine, for a decade.** Over a million copies printed and distributed. Art direction, editorial, photo direction and casting, commissioning, press checks, paper and vendor decisions, and the production budget. Self-initiated in-house; the work spun out the agency Buttery. About seventy-five short films directed, shot and edited alongside it, plus a 4.9-star podcast — “King of Spring” ran nine films in nine years and its 2016 breakout pulled ~175K organic views on \$0 paid.
- **Helped launch Beast 365, the ski industry’s first subscription pass.** Killington replaced a roughly \$1,200 once-a-year purchase with \$99 a month for year-round access. I worked the brand and launch creative — acquisition, onboarding and retention for a recurring-revenue product. Sales rose about 50% in the second season, a sister resort followed with its own version, and the trade press treated it as where the category was heading.
- **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 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.
- **Ran brand across a year-round event calendar and its partners.** Three seasons of Winter Dew Tour, the Spartan Race World Championship and the full resort slate, plus on-site activations and co-branded creative delivered through partner brands’ own approvals.

CREATIVE SERVICES & INTERACTIVE MANAGER 2012–2018

Killington Mountain Resort & Pico · Killington, VT

- **Built and led the in-house creative function.** Hired, mentored and developed the team. Owned brand standards and production end to end across magazine, print, digital, web, photography, video, retail and branded merchandise, managed the budget and rebuilt the workflow to cut cost.

INTERACTIVE MANAGER 2008–2012

Killington Mountain Resort & Pico · Killington, VT

- **Directed web and interactive from the inside.** Site strategy, UX, e-commerce flows and the delivery of web applications wired into mobile apps, digital signage and property-wide systems, working with agencies and internal dev teams. Hands-on HTML and CMS work across the site and CRM campaigns.

GRAPHIC DESIGNER 2005–2008

Copper Mountain Resort (POWDR) · Copper, CO

- Print and digital design for a major destination brand. Shooting and editing since 2005.

BRANDS

OWNED Woodward · Killington Mountain Resort · Pico Mountain

LED IN PORTFOLIO POWDR — four business units, nine properties, two national parks · Copper Mountain Resort

CREATED Beast 365 (subscription product) · 4241 (magazine) · King of Spring (film franchise) · Fast & Fearless

(campaign identity) · The Killington Download (podcast) · Buttery (agency) · Veryth

CO-BRAND YETI · Nokian Tyres · FIS · US Ski Team · Winter Dew Tour · Spartan Race World Championship

CORE SKILLS

BRAND Positioning and repositioning · Brand architecture · Visual and verbal identity · Audience definition · Guidelines and governance · Multi-brand portfolio standards · Partner and co-brand programs · Legacy-brand stewardship

CAMPAIGNS & CONTENT Integrated campaigns · Art direction · Film direction, scripting and production · Camera and edit, hands-on since 2005 · Photo direction, casting and shoot production · Editorial and magazine publishing · Print production at scale · Copywriting · Social-first short form · Events and activations

PAID & GROWTH Paid media campaign development · \$500K–\$1M annual digital spend · Funnel-stage creative and asset deployment · Spend and allocation · National agency partnership

LEADERSHIP Hiring, mentoring and developing creative teams · Agency, freelance and vendor direction · Multi-property leadership · Budget ownership · Executive presentation and defence · Creative workflow and prioritization systems

TECHNICAL React · TypeScript · Anthropic API · Supabase · Netlify · AI-assisted design and production workflows · DAM architecture, six years administering Canto incl. AI tagging and visual search · Figma, fluent · Adobe Creative Suite · Premiere · Epidemic Sound Voices for production VO

EDUCATION

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