

CHRIS RILEY

SENIOR COPYWRITER + STORYTELLER

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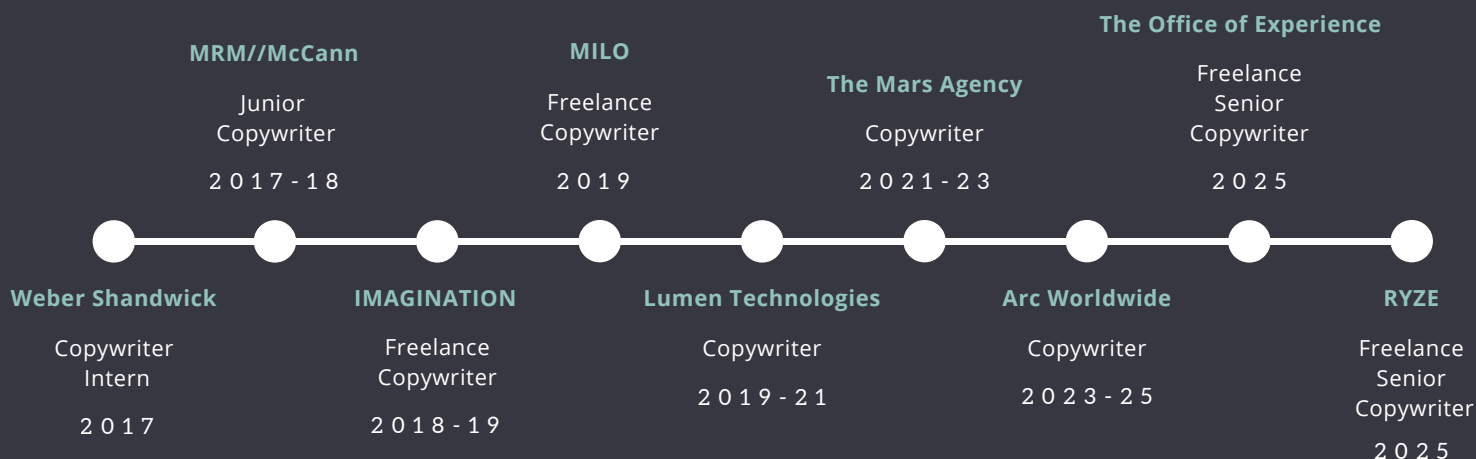
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BRANDS

Absolut Vodka | Achilles International | Army Navy Game | Bacardi | BATH SAVVY | Bob Evans | BREEZE Recreational Cannabis | Bucknell University | BuyPower Card | Cargill | CenturyLink | Chevrolet | Crayola | Dave & Buster's | Delphi | DenTek | Detroit Bikes | Detroit Water and Sewerage Department | Detroit Wayne Mental Health Authority | Drench Dressings & Marinades | Dunkin' | FAMCare | Ford | Freedom House Detroit | General Motors | Hallmark | Hell Fire Detroit | HP | Hungry Howies | Jameson Whiskey | Käter Wingman | Kellogg's | Krispy Kreme | Lumen Technologies | Mack Trucks | Malibu Rum | MilkPEP | Monica's Gourmet Cookies | Nokian Tyres | Pepsi | Pepperidge Farm | Pernod | PLAYGROUND DETROIT | Plowshares Theatre Company | Porter Media Group | Priority Health | Pure Michigan | Radugadesign | Ruru Tutoring | RYZE Superfoods | Safari Meats | Samsung | Sanofi | Skrewball Whiskey | Synovos | Tour De Troit | Twilio | Vehicle Purchase Program | VESTA Modular | Walmart Canada | Woodward Corner Market

EXPERIENCE



MEDIA

TV | OLV | Social | Digital | Experiential | Print | Retail & Shopper | Branding | PR

SKILLS

Human-Centered Storytelling

Big Idea + Campaign Development

Brand Voice Development

Insight-Driven Problem Solving

EDUCATION

WAYNE STATE UNIVERSITY

B.S. Marketing/Advertising & Accounting

SCHOOLCRAFT COLLEGE

A.A. Business Administration & Management

INTERESTS

Travel + Adventure

Time With Family

Scuba Diving

New Experiences + Food