

MARC CHESTER

EXECUTIVE CREATIVE DIRECTOR

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Offering 16+ years of expertise in building creative infrastructure, brand systems, and content engines as a founder, in-house lead, and agency creative director across entertainment, consumer, and DTC.

Strategic creative leader with experience in billion-dollar rebranding, founder-led launches, and AI-assisted production pipelines that ship at agency pace without sacrificing creative quality. Builds high-performing creative teams in founder-led environments and integrates AI tools into live production workflows. Operates where creative vision meets commercial outcome, protecting the integrity of the work and connecting it to ROI.

CAREER HIGHLIGHTS:

- **Led a full rebrand of a \$1B-valued company in the first three weeks of tenure.** Identity system, brand guidelines, and website all presented to the board with unanimous sign-off and zero CEO intervention.
- **Grew TikTok and YouTube accounts from 12 followers to a combined 10K+ in 60 days,** with a 42% lift in video views. Multiple campaigns sold out during that stretch.
- **Shipped a five-city international video campaign across Los Angeles, San Francisco, Scotland, Munich, and England with zero missed deadlines,** contributing to brand visibility that preceded the company's \$300M acquisition by Ivanti in 2021.

CORE COMPETENCIES

Brand Strategy & Architecture | Creative Direction | Integrated Marketing Campaigns | Content Strategy | Creative Operations & Budget Management | Generative AI & Prompt Engineering | Team Leadership & Mentorship | Agency Management | Cross-Functional Collaboration | Video Production & Direction | Social Media & Community Building | Stakeholder Management | B2B & DTC Marketing

PROFESSIONAL EXPERIENCE

Fidelitas Development, San Diego, CA

2025–Present

Creative Director

Set creative vision and direct brand storytelling across integrated campaigns for a growth agency serving sports, beauty, and consumer clients. Recover the USBL engagement after a mid-project board split by pivoting creative strategy in under a week, and launch the Name the League/94x50 live community campaign to keep momentum through the leadership transition.

- Built a three-channel go-to-market plan across organic, paid social, and email for an e-commerce client pursuing a \$2.5M revenue target. Sequenced channel investment and content cadence against pipeline milestones.
- Closed out a stalled beauty brand rebrand in a single C-suite meeting after months of creative misalignment across other teams. Client signed off the next day.
- Decreased production costs by 50% by introducing a hybrid AI-production model using Higgsfield, Claude, and a brand-specific image generator built for clients.
- Repositioned the agency through a rebuilt pitch deck, refreshed brand voice, and new website. Won five new clients within five months and full retention of key accounts through an internal leadership transition.
- Recovered 35 hours of weekly team capacity by building scalable templates, creative brief workflows, and operational systems across recurring engagement types.
- Mentored designers across client engagements and established consistent creative quality standards team-wide.

Wake Up Warrior & IAMACOMEBACK, Dana Point, CA

2023–2025

Director of Video Production & Content Strategy

Led brand identity and content strategy for two direct-to-consumer personal development brands. Built channel-specific content systems that fed acquisition funnels, supported program launches, and held brand consistency across platforms.

- Built a same-day edit system for weekly live events that turned raw footage into finished content within 10 hours. Became the primary engine feeding acquisition campaigns and program launches.
- Designed a content production system that converted weekly virtual calls and live events into 50+ pieces of platform-specific content per month across five channels.
- Directed on-camera interviews with senior executives on emotionally sensitive subject matter, producing footage that matched the unfiltered tone of the brand.
- Created campaign assets that drove sold-out events and contributed to the brand's east coast expansion under the Grant Cardone 10X umbrella. Designed a social media infrastructure that continued running autonomously three months post-transition.

Chef Works, Hybrid

2021–2023

Video Production Lead

Oversaw video production and photography for a global B2B culinary apparel brand serving restaurants, hospitality groups, and chef communities. Work spanned paid ads, e-commerce, website, and trade show channels.

- Produced 20+ multi-location campaigns across Arizona, New York, Los Angeles, and San Diego, often directing multiple videos in a single day with different talent and shooting environments.
- Directed and filmed Michelin-starred chefs and produced sponsor activation content for major Food and Wine festivals.
- Produced the full visual asset library supporting Amazon ad campaigns at \$70K/month media spend.

Edge9 Media, San Diego, CA

2009–2021

Founder & Creative Director

Founded and ran a creative consultancy with 400+ projects across seven countries. Clients included Disney, Marvel, Pixar, Honda, Ronald McDonald House Charities, and American University.

- Won a multi-year recurring contract with the California State Summer School for the Arts at CalArts, producing 12 months of marketing, recruitment, and donor content per cycle.
- Brought in a business coach as equity partner and co-owner in 2020. Maintained client retention through the COVID-19 shutdown by restructuring video service offerings around remote production and asynchronous delivery.
- Drove a 40% sales increase in October 2020 by closing new contracts with Ronald McDonald House Charities and American University.
- Led a 38-person volunteer team to raise \$74K+ in goods and services over 90 days for a holiday campaign serving families of domestic abuse survivors. Fulfilled every gift request from every child on the recipient list.

Maker Studios, Disney Digital Network, Los Angeles, CA

2014–2016

Editor, Media Manager, Assistant Editor, AD, PA

Worked on 20+ videos in the Epic Rap Battles of History vertical that aggregated 100M+ views, with several individual titles passing 80M.

Additional Experience**Founder | V2 Framework Coaching**

Coach creative professionals in leadership, performance, and team operations using the Performance / Power / Presence / Prosperity framework. Inform the development and structuring of high-performing creative teams.

EDUCATION AND PROFESSIONAL DEVELOPMENT**Bachelor of Arts in Music | California State University, Long Beach****Digital Marketing Certificate | HubSpot****Leadership Course | Northwestern University****TOOLS & TECHNOLOGIES**

Adobe Premiere, After Effects, Photoshop, Framer, Canva, WordPress, Klaviyo, Higgsfield, Google AI Studio, Claude, Claude Code, Gamma