



Hi, I'm Chris Rainey. **People just call me "Rainey."** I have 19+ years of experience in advertising, working on foodservice, gaming, health and fitness, retail, non-profit, tech and telecom brands. For the past six years, I have helped grow the T-Mobile business from \$4MM in revenue to over \$9MM—becoming the largest account in the TracyLocke Dallas Office. I've led large multi-skilled creative teams in developing award-winning content across a range of categories including TV, radio, OOH, app, digital, social, print, packaging, direct mail and experiential. I am a passionate creative who champions people and ideas while inspiring creative that drives consumers to act.

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CD

**TracyLocke | Aug. 2012 - Oct. 1, 2020**

T-Mobile Local, Metro by T-Mobile Local,  
24 Hour Fitness, T-Mobile National Retail

Led multiple teams in cultivation and execution of strategic, contextually relevant creative initiatives across all mediums. Other responsibilities include team management, shaping culture and building client relationships. Also active in agency initiatives and new business pitches.

ACD

**TracyLocke | Apr. 2009 - Aug. 2012**

T-Mobile National Retail, 24 Hour Fitness,  
Nokia, Ingersoll Rand, Texas Lottery

Helped to manage creative teams across multiple accounts. Developed conceptual and design solutions for agency and clients, including out-of-home, digital, retail, broadcast, print, direct mail, broadcast, and self-promotion.

SAD

**TracyLocke | Jun. 2006 - Apr. 2009**

Nokia, Blockbuster, Harrah's Entertainment Group,  
Tabasco, Pepsi Food Service, HP

Developed conceptual and design solutions for agency and clients, including product launch collateral, branding, packaging concepts, out-of-home, in-store displays and broadcast. Directed numerous food/beverage/lifestyle photoshoots and illustration assignments.

AD

**TracyLocke | Oct. 2001 - Jun. 2006**

Pizza Hut, Pepsi Food Service, 7-Eleven

Concepted and designed packaging concepts, menu designs, product launch collateral, in-store POS displays. Also directed numerous food/beverage/lifestyle photo-shoots and illustration assignments.

INT

**Squires & Co. | May 2001 - Aug. 2001**

Assisted with branding and graphic design assignments including identity, collateral and annual reports across various clients.

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FAQ

**Did you graduate from college?**

Barely. But yes: University of North Texas: BFA | Spring 2000

**Anything to brag about?**

10 ADDYs. 1 Creativity International. 3 TracyLocke employee excellence awards.  
Adjunct professor: UNT portfolio class | 2014 - 2015 spring semesters

**Do you have a particular set of skills?**

I'm no Liam Neeson, but I have a few: Photoshop, Illustrator, InDesign, Bridge, After Effects, Dimension, XD, Keynote, Word, PowerPoint, Teams, Slack, Webex, Zoom, Skype, DSLR photography and illustration. **If I need to learn it, I will.**



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