

Brent Christofferson

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brentjc.com

I am a marketing and communications leader with 15+ years experience delivering creative content through a variety of mediums — writing, video, UX & UI design, data visualization, and immersive experiences. Powered by a limitless curiosity for how the world works, my superpower is simplifying complex topics, elevating brands, and connecting impactful narratives with millions of people.

Select skills

People & vendor management, project management, video production, event production, team leadership, data analysis & visualization, art direction, marketing, writing & editing, UX & UI design

Experience

Gates Ventures, LLC

May 2016 – Sep 2022

Associate Content Director

As a member of the Gates Ventures Creative Team, I produced world class content for the personal blog of Bill Gates, gatesnotes.com, and his 150+ million social media followers. In collaboration with internal and external partners, I created compelling stories, data visualizations, and videos that connect Bill's intense focus on a variety of topics with a global audience (climate change, pandemic preparedness, health, inequality, and technology).

- Researched, developed, and pitched media campaigns that align with Bill Gates personal interests while ensuring the integrity of his tone, voice, and knowledge on any given topic
- Designed data-driven graphics for keynote presentations, videos, TED Talks, the international best-selling book *How to Avoid a Climate Disaster*, and *How to Prevent the Next Pandemic*
- Directed compelling videos, generating millions of views internationally
- Wrote strategic action plans outlining project vision, objectives, key stakeholder involvement, intended audiences, and deliverable assets
- Built thorough research and content briefs for special projects; e.g. Podcast: Bill Gates & Rashida Jones Ask Big Questions
- Utilized content performance metrics to plan future engagement opportunities

Institute for Health Metrics and Evaluation (IHME)

April 2012 – May 2016

Senior Marketing & Communications Manager

People manager leading a marketing team responsible for the creation and distribution of institute research, policy information, and interactive data visualization tools.

- Directed live events, online streaming productions, and the creation of institute marketing materials, presentations, and media engagements (TEDMED, TEDx Rainier, Roux Prize)
- Led the digital content strategy team, increasing engagement with the Institute's website, social media channels, and e-mail subscriber lists

- Produced international videos highlighting IHME research projects, increasing visibility of their work for grant applications, donors, and policymakers
- Managed the design, development, and deployment of IHME's website healthdata.org, improving the site-wide experience for multi-million annual visitors
- Led internal communications with participation from senior level executives to drive increased staff engagement across the organization, including all-staff meetings, improvements to the employee performance review process, intranet website, and new hire training materials

Warren Miller Company

Nov 2010 – April 2012

Director & Producer

Served as Warren Miller's written voice for online engagement through his personal social media channels by producing videos, events, photography, and online publications connecting the legendary ski-filmmaker with followers worldwide.

- Independently produced and directed personalized ski films narrated by Warren Miller, raising over US\$120,000 for the Warren Miller Freedom Foundation
- Led the design, marketing, production, and run-of-show for two sold out events, "An Evening with Warren Miller," at Benaroya Hall in Seattle, WA
- Served as Warren Miller's written voice for online engagement through his personal social media channels and website, maintaining the integrity, tone, and style of his public persona

Borders Group

Nov 2009 – Nov 2010

Sales Manager

Managed a team of 30+ people generating US\$4.5 million in sales annually. Implemented sales and customer service trainings to increase staff performance, improving store quality and meeting my location's quarterly revenue goals.

Freelance

Aug 2008 – May 2016

Actively provided photography and video production services to maintain my skills and development as a visual storyteller. Selected examples include; HBO Films Golden Globe Winner, **Taking Chance** (Production Assistant), **The Details**, Feature Film (Production and Locations Assistant), **Microsoft**, (Commercial Production Assistant)

Education

Bachelor of Arts, Montana State University - Bozeman, MT (2008)

Favorite projects

- Data graphics, [How to Avoid a Climate Disaster](#) By Bill Gates
- Research, Podcast: [Bill Gates and Rashida Jones Ask Big Questions](#)
- UI & UX rebuild, healthdata.org
- Infographic, [Africa is the youngest continent](#)
- Event Producer, [An Evening With Warren Miller](#)
- Production Assistant, HBO Films Golden Globe Winner, *Taking Chance*