

CHAD STUM

CREATIVE EXECUTIVE | CREATIVE LEADERSHIP | BRAND STORYTELLING | TEAM CULTURE

Bloomington, Indiana | (812) 219-0603 | chadstum@gmail.com | portfolio.chadstum.chatgpt.site

EXECUTIVE PROFILE

People-first creative executive with 15+ years of experience building agencies, leading large multidisciplinary organizations, and creating the conditions for exceptional work. Co-led 100 creatives through three leaders at Spectrio, directed enterprise production across Indiana University's nine-campus system, and built two agencies around collaboration, trust, and high standards. The best creative work has never belonged to one person; it is what talented people build together when they have the clarity and support to do their best work.

LEADERSHIP QUALIFICATIONS

Creative Leadership | Brand Storytelling | Creative Direction | Art Direction | Creative Operations | Team Development | Studio Leadership | Content Strategy | Integrated Campaigns | Executive Communications | Agency & Vendor Management | Budget Management | Cross-Functional Leadership | Mentorship | AI-Enabled Creative Workflows

PROFESSIONAL EXPERIENCE

Chad Stum Agency (CSA) | Bloomington, IN

Founder & President | 2020-Present

- Founded and lead a certified Veteran-Owned marketing and creative agency, with accountability for strategy, budgeting, staffing, vendors, resource allocation, client relationships, and profitable delivery.
- Partner directly with CEOs, senior marketing leaders, business owners, and institutional decision-makers to turn loosely defined challenges into clear strategies and work clients can act on.
- Built CSA into an approved vendor for Indiana University and Purdue University; won six-figure engagements and developed long-term relationships across complex, decentralized organizations.
- Lead multidisciplinary teams and partner networks across higher education, healthcare, nonprofit, consumer, construction, and commercial work while balancing scope, capacity, quality, and timelines.

Spectrio | Tampa, FL (Remote)

Director of Creative | 2022-2025

- Co-led an organization of 100 professionals through three leaders across design, video, writing, animation, production, and client delivery disciplines.
- Managed multi-million-dollar budgets and enterprise resource planning supporting more than 160,000 client locations worldwide and thousands of projects annually.
- Partnered with executive leadership, sales, account, operations, product, and marketing teams on staffing, capacity, performance, financial objectives, and change initiatives.
- Established KPIs, reporting structures, service standards, and leadership-development practices that improved visibility, accountability, workflow consistency, and scalability.

Indiana University | Bloomington, IN

Head of Creative Production | 2017-2022

- Directed enterprise creative production, marketing execution, and institutional storytelling across Indiana University's nine-campus system.
- Led multidisciplinary producers, editors, cinematographers, designers, and external partners across commercial campaigns, documentaries, brand films, and enrollment initiatives.
- Partnered with university executives, deans, communications leaders, and departments to translate complex institutional priorities into authentic stories and executable creative plans.
- Built repeatable production and review processes that improved collaboration, service delivery, brand consistency, and execution across a decentralized organization.

Original Six Media | Chicago, IL

Founder & Executive Creative Director | 2012-2017

- Founded and led an award-winning Chicago agency delivering national advertising, branded content, commercial production, and integrated campaigns.
- Set creative vision while managing budgets, staffing, vendors, freelance talent, schedules, client relationships, and delivery from concept through completion.
- Worked with national brands and cultural organizations including AIG, USA Hockey, USA Rugby, World Kitchen, Newell Brands, The Fader, Rolling Stone, and VICE.

Suite Partners | Chicago, IL

Production Arts Supervisor / Creative Director | 2010-2012

- Joined Suite Partners during its startup phase, helping establish creative culture, grow the team, and produce work for national consumer brands.
- Led multidisciplinary teams across advertising, digital, video, branded content, and integrated marketing while partnering directly with founder and CEO Barry Krause.

EDUCATION & LEADERSHIP

Indiana University Bloomington - Bachelor of Telecommunications

Northwestern University, Kellogg Executive Education - Digital Marketing Strategies Certificate

Indiana University Media School - Adjunct Faculty, seven semesters

United States Marine Corps - United States Marine Band, Saxophone

SELECTED BRANDS & RECOGNITION

AIG | AT&T | Craftsman | Zappos | Dick's Sporting Goods | LEGO | Indiana University | Purdue University | USA Hockey | USA Rugby | Newell Brands | World Kitchen | Rolling Stone | The Fader | VICE | Pyrex | Corelle | Calphalon | FoodSaver | Ball | Chicago Cutlery | London Advertising Award | SXSW Interactive Digital Award | Hermes Awards | Telly Awards | AVA Digital Awards | Stevie Awards