

Craig Chisholm

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Education

University of Oregon (UO)

B.S. in Advertising

Minor in Entrepreneurship

Relevant coursework: JCOM 561 (Advertising Campaigns), MKTG 445 (Entrepreneurial Marketing), OXEU 388/488 (Sports Writing & Reporting)

Eugene, OR

June 2026

Experience

Founder

Common Studios

Eugene, OR

Jan 2024 - Aug 2025

- Scaled a [creative agency](#) serving 18 local businesses across Lane County.
- Managed 100% of project lifecycle; client acquisition, scoping, timeline, to execution.
- Built and maintained a vetted creative network, matching contractors to local client accounts.

Founder & Developer

Realodex, Contacts App

Hybrid

Aug 2025 - May 2026

- Successfully published a mobile application on the [App Store](#).
- Developed concept, UX/UI design, development, and deployment.
- Converted Figma designs into iOS/Swift code structures.

Marketing Consultant

SocialLab

Hybrid

May - Aug 2023

- Executed end-to-end Kickstarter campaign strategy for early-stage crowdfunding.
- Owned campaign assets from copy to visual.
- Developed investor pitch deck and tracked media outreach to stakeholders.

Leadership & Involvement

Director of PR & Communications, Oregon Founders Club

UO College of Business

- Elected position, owned all content strategy and social channels for a collegiate organization.
- *Skills Developed:* Social Media Management, Content Strategy, Graphic Design, Audience Tracking/Analytics.
- *Achievements:* Grew Instagram to 4.7x reach-to-follower ratio, generating 16,000+ monthly views with 57% organic discovery from non-followers.

Sept 2025 - May 2026

Externship, Borders Perrin Norrande (BPN) Agency

Portland, OR

- Shadowed cross-functional teams across active accounts, media, strategy, and creative.
- Observed client-facing presentations and participated in internal team briefings.

Skills & Interests

Technical Skills: Adobe Suite, Microsoft Suite, Google Suite, Claude, ChatGPT, Cursor, Canva, Figma, Notion

Professional Skills: Account Management, Project Management, Artificial Intelligence, Prompt Engineering, Audience Tracking/Analytics, Brand Identity, Design Systems, Copywriting, Team Collaboration, UX/UI

Interests/Hobbies: Golf, tennis, pickleball, fitness, writing, reading, acting, photography, traveling