



PROFILE

Creative leader and entrepreneur with 20+ years in brand marketing, design, and advertising production. Experienced in guiding multidisciplinary teams and bringing concepts to life across print, digital, video, websites, and live events.

LEADERSHIP AT A GLANCE

- 10 years directing creative teams
- 10–12 creative professionals and contractors directed
- 40-person nonprofit event team led
- \$25K–\$30K in combined monthly client marketing and advertising budgets overseen

CREATIVE CAPABILITIES

- Creative direction & brand standards
- Print, apparel & large-format graphics
- Social / digital creative
- Video editing & production coordination
- Web design & editing
- Campaign concepts through launch
- Team and vendor coordination

TOOLS & PLATFORMS

Adobe Photoshop • Illustrator • InDesign
Video Editing • Wix • Squarespace •
Shopify
Google Ads • Meta Ads • CRM &
Marketing Automation

CONTACT

St. George, Utah
435-313-2699
chad@bgmarketingteam.com

CHAD BAIRD

CREATIVE DIRECTOR / BRAND STRATEGY / MULTICHANNEL PRODUCTION

EXECUTIVE PROFILE

Creative and marketing leader with 20+ years of experience directing brand development, integrated campaigns, and production for Southern Utah businesses. Ten years leading creative teams of designers, editors, content creators, web specialists, and contractors, with groups of 10–12 people. Combines strong hands-on design capabilities with operational ownership, cross-channel execution, and business accountability.

PROFESSIONAL EXPERIENCE

Founder & CEO | Business Growth Systems

2018–PRESENT • ST. GEORGE, UTAH

- Direct designers, video editors, content creators, web specialists, and creative contractors across print, digital, websites, social, and advertising projects.
- Lead creative work from concept and brief through design, production coordination, revisions, approvals, and delivery while maintaining consistent brand execution.
- Oversee approximately \$25,000–\$30,000 in combined monthly client marketing and advertising budgets; connect creative decisions to marketing goals and client needs.
- Collaborate with business owners, marketing stakeholders, vendors, and production partners across multiple industries.

Founder & Owner | CrossFit Zion

2011–PRESENT • ST. GEORGE, UTAH

- Built a Southern Utah fitness brand through in-house and partner-led creative for websites, social content, advertising, apparel, promotions, and community events.
- Directed creative contributors and marketing content that supported growth to more than 230 active members at peak.
- Established a consistent member-facing brand across digital platforms, physical spaces, and events.

Founder & Event Director | Battle of the Breasts

2025–PRESENT • SOUTHERN UTAH

- Directed the event's visual identity, social content, signage, apparel, sponsor materials, and event communications in collaboration with creative contributors.
- Led a 40-person cross-functional event team; the 2025 event included 30 teams and raised approximately \$60,000 for local recipients.

RELEVANT CLIENT EXPERIENCE — BALANCE OF NATURE

Personally designed branded apparel, banners, flags, and large-format displays for Balance of Nature, coordinating artwork and print production through finished materials. Familiar with translating the company's brand into physical promotional assets.

SELECTED CREATIVE SCOPE

Brand identities • Printed collateral • Apparel graphics • Large-format displays • Digital campaigns • Web creative • Social media content • Video editing • Event and sponsor creative