

Christine Bush

Bachelor of Arts in History

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EXPERIENCE

McCulley Financial Group, Remote *Creative Strategist (Contract)*

2025-2026

- Developed a comprehensive marketing strategy, defining messaging, positioning & content direction.
- Led a full website redesign, transforming an outdated site into a modern, user-friendly experience that aligned with brand and business goals.
- Translated complex financial concepts into clear, client-facing messaging across website & marketing materials.

Champions for Cures, Remote *Creative Strategist (Contract)*

2024-2026

- Led messaging & storytelling strategy across digital platforms, aligning website, email & social content with organizational goals.
- Developed narrative frameworks that connected Champion family stories to fundraising efforts & donor engagement.
- Directed communication strategy for major initiatives, including Birdies for Cures & peer-to-peer fundraising campaigns.
- Supported fundraising efforts that raised \$217K in 2025.
- Oversaw planning & execution of large-scale fundraising events, aligning messaging & community engagement.
- Cultivated relationships with Champion families, community leaders & research partners to strengthen engagement & long-term support.

WhiteWater Midstream, Austin, TX *Event Coordinator and Executive Assistant*

2022-2024

- Planned and executed mid to large-scale events for employees & high-profile clients.
- Managed event budgets, expense reporting & vendor coordination.
- Supported five senior executives, coordinating complex travel & managing expenses.
- Created visual content for internal & external communication, including photography, videography & design.

ADDITIONAL EXPERIENCE

Director of Operations at Journeyer Films. Oversaw operations across film productions, including scheduling, location scouting, contract negotiation, accounting & creative support in scriptwriting & post-production.

Editor for Corner Media Group. Managed all content for three hyperlocal news sites in Brooklyn, surpassing quarterly traffic goals, supervising writers & maintaining social media.

SKILLS

Messaging & Content Creation

Brand Development

Website Strategy & Design

Social Media Management

Event Planning & Coordination

TOOLS

WordPress

Canva

Adobe Premiere Pro

Photoshop

BetterUnite

ActiveCampaign