

Chris Heller

Founder & Independent Strategist

New York City, NY, United States | [LinkedIn](#) | chrisheller.me

Senior strategist with 25 years building digital practices, brands, and ventures. Deep AI expertise paired with proven ability to design systems that run at scale.

EXPERIENCE

Founder & Independent Consultant

Jan 2022 — Present

ChrisHeller.me

Remote

Built a portfolio of AI-era ventures and advisory services focused on strategy across content, brand, and digital. Advises brands directly on AI adoption, tool selection, and workflow design. Operates goodAI advisory, Guest Perception brand review service, InSixty video franchise, Personal HQ productivity system, and SilverSky travel publication.

Managing Director, Digital

Mar 2013 — Dec 2021

Sircle Media

New York, NY

Grew a social media agency from 8 to 80+ people serving 100+ clients across CPG, hospitality, and DTC brands. Owned digital strategy, content development, and paid programs. Built and managed a distributed network of specialized freelancers across multiple concurrent client engagements.

Founder & Digital Consultant

Jan 2011 — Dec 2021

DynaDig

New York, NY

Operated a digital consulting practice providing strategy diagnosis and project management. Assembled vetted freelance specialists to execute across email marketing, SEO, paid social, and content. Acted as digital general contractor for brand clients.

Owner

Nov 2005 — May 2010

24 Prince

New York, NY

Opened and operated a SoHo restaurant recognized by The New York Times and featured on Top Chef. Built the operation, brand strategy, and customer loyalty from scratch.

Co-Founder

Sep 1999 — Dec 2007

CS4 Entertainment

New York, NY

Co-founded event production company producing large-scale events across New York and the Hamptons with attendance up to 4,000 people.

EDUCATION

University of Michigan

Jan 1999

B.A. Organizational Studies

Wharton Online

AI Certification

DeepLearning.AI

AI Certification

Google Cloud

AI Certification

PROJECTS

AI advisory for brands and leaders, goodAI

Boutique advisory practice helping brands and organizational leaders adopt and implement AI. Handles tool selection, real-world workflow design, and scalable content systems.

Short-form video franchise, InSixty

Created and produced a branded short-form video series. Owned the format development, scripting, production workflow, and release strategy.

Productive operating system with AI, Personal HQ

Productized personal operating system pairing a structured second brain with an AI chief of staff. Helps individuals manage knowledge and prioritize work at scale.

Travel publication for premium travelers, SilverSky

Evaluative travel publication built on an AI-assisted editorial system. Serves the premium traveler segment with curated recommendations and insights.

CERTIFICATIONS

AI Applications in Marketing and Finance , University of Pennsylvania	Jan 2025
AI Applications in People Management , University of Pennsylvania	Jan 2025
AI For Business , University of Pennsylvania	Jan 2025
AI For Everyone , DeepLearning.AI	Jan 2025
AI Fundamentals for Non-Data Scientists , University of Pennsylvania	Jan 2025
AI Strategy and Governance , University of Pennsylvania	Jan 2025
ChatGPT Prompt Engineering for Developers , DeepLearning.AI	Jan 2025
Content Marketing , HubSpot Academy	Jan 2025
Introduction to Generative AI , Google Cloud Skills Boost	Jan 2025
Flipping the Switch ,	May 2014

SKILLS

Social Media Marketing · Business Advisory Services · Automation · Generative AI · Artificial Intelligence (AI) · Marketing · Advising People · Content Strategy · SEO · Email Marketing · Copywriting · Video Creation · Social Media · Web Design · Business Strategy · Custom Content Creation · Project Management · Facebook · Twitter · LinkedIn · AI Strategy & Adoption · Digital Strategy · Social Strategy · AI Workflow Design · Brand Voice Development · Editorial Systems · Team Leadership · Paid Social · Event Production · Restaurant Operations · AI Tools · DeepLearning.AI · Google Cloud · Wharton Online