

Chris Davison was an essential part of bringing our Ady Hikes campaigns to life.

When we began, I had the heart behind the campaign and knew the story we wanted to tell, but Chris helped us figure out how to actually get that story in front of the right people. He took the time to understand our mission, our “why,” and what we hoped this campaign could accomplish, and then helped us turn that vision into something people could see, follow, share, and become a part of.

Chris helped build the foundation of the campaign, including setting up our social media presence, creating content and posts, identifying the audiences we needed to reach, and strategically sharing our story within Appalachian Trail communities and Facebook groups. He didn’t simply post content. He created engagement and genuine connection around our mission.

The results honestly amazed me.

By the time Ady and I began hiking the Appalachian Trail, it felt like people already knew us. We would meet hikers who recognized Ady, knew about Ady Hikes, and understood why we were out there. I remember thinking, “how in the world do these people know who we are?” So much of that awareness came from the groundwork Chris had done before we ever stepped onto the trail.

But what I have appreciated most about Chris is that he never approached our campaign as simply another marketing project. He cared about it. He was constantly thinking ahead, bringing new ideas to the table, looking for opportunities we hadn’t considered, and finding creative and fun ways to make the campaign more engaging. He has a rare ability to take the heart of a story and figure out how to help other people care about it too.

Chris is creative, strategic, dependable, proactive, and an absolute joy to work with. He doesn’t need someone constantly telling him what to do next. He sees opportunities, thinks beyond the immediate task, and looks for ways to make the entire project better.

Ady Hikes became much bigger than a hiking campaign. It became a way for us to challenge perceptions of disability, share Ady’s story, and invite people into a mission that means everything to us. Chris played a significant role in helping us take that message beyond our own circle and put it in front of people we never could have reached on our own.

I am incredibly grateful for what Chris brought to Ady Hikes, and I would recommend him without hesitation to any organization looking for someone who can combine creativity, strategy, initiative, and heart. He doesn’t just help promote our mission- he helps people believe in it.

Chrissy Schubert
Founder & Chief Executive Officer
Ady’s BiG Army

