

Chris N.

Strategic Planning | Brand Management | Marketing Communications

City, State, ZIP ■ Cell: 333.444.5555 ■ chrisn@provider.net ■ www.linkedin.com/in/chris n/

Director of Marketing

*Proven results in building brands, increasing market penetration
and delivering measurable results*

- **Growth catalyst:** A seasoned marketing leader with more than 15 years of experience in developing brands, capturing market share, and generating growth and profits.
- **Progressive experience:** Demonstrated success in increasingly responsible positions in areas including marketing, public relations, media relations, business development and corporate communications.
- **Keen business judgment:** Able to spot opportunities and solutions that are not always readily apparent.
- **Skilled collaborator & leader:** Highly regarded for collaborative and leadership skills; proven success in spearheading corporate identity initiatives, business partnerships, reorganizations and other efforts.

Professional Competencies: Market Analysis | Needs Assessment | Client Relations | Customer Service
Social Media | Proposal Writing & Submittals | Contract Review | Competitive & Comparative Analysis
Forecasting & Budgeting | Sales Cycle Management | Event Planning & Management | Fundraising

Career Progression & Accomplishments

Employer ABC, City, State

1997–Present

Leading hospitality services company.

Overview: Have played an instrumental role over 10+ years at Crestmark Hospitality in helping to define the company's image and in shaping its marketing and communications strategy with clients, prospects, industry organizations and investors. Experienced in successfully leading numerous company task forces and project groups. Promoted in 2010 to current position as Director of Communications.

Director of Communication (2008–Present)

Tasked with establishing and maintaining a consistent company image across all communication channels and media. Develop and implement internal communication strategies to promote associate awareness and education. Serve as a media liaison. Coordinate corporate social responsibility initiatives.

Strategy & Planning

- Partnered with social media strategist to develop social media strategy and plan.
- Planned annual national leadership summit and quarterly executive leadership webinars and messages.

Operations & Management

- Launched new corporate identity and brand.
- Spearheaded development of new corporate website.
- Implemented SEO and blog strategy that drove traffic to website and elevated page ranking.
- Identified new corporate vendor relationships with forecasted savings that exceeded \$300K.
- Streamlined customer survey process; resulted in boosting response from 72% to 90% in 2010.

Leadership

- Currently serve in appointed roles as Communications Council Co-Chair; Chair of Crestmark Green, Crestmark's Green Council; and President of The ProAction Foundation, a non-profit organization affiliated with the company.

Director of Marketing (2001–2008)

Orchestrated and led transformation of the sales and marketing functions during a dynamic period of growth involving three acquisitions. Developed and implemented corporate and regional sales and marketing plans for multiple markets nationwide. Identified opportunities for strategic corporate alliances and partnerships to further growth objectives. Managed corporate communications including collateral, website, advertising, PR, and sales initiatives and presentations.

Employer ABC, Continued

Business Development

- Built relationships with key hotel owners and executives of international hotel management companies resulting in preferred vendor listings.

Operations & Management

- Reorganized corporate business development function that included creating more efficient financial review process and developing new metrics to evaluate proposals; actions resulted in record growth performance despite challenging economy.
- Designed sales function and process that produced record double-digit growth adding \$1.7M and 23 new clients in 2007 and \$2.4M and 38 new clients in 2008.

Marketing Manager (1997–2000)

Provided vision and leadership in directing marketing, PR and communications functions. Created and submitted proposals and evaluated contracts for new business.

Operations & Management

- Assisted with developing and implementing corporate identity measures to better position the company and differentiate it from its competitors.
- Developed and implemented innovative marketing initiatives to capture the attention of potential clients; actions generated numerous leads and new business opportunities.

Employer DEF, City, State

1994–1997

A leading regional shopping destination.

Marketing Coordinator

Conceived and developed branded children's programs and events. Coordinated shopping center events and promotions. Assisted with advertising, community and media relations, and merchant relationships. Organized and supervised the Youth Advisory Board community program.

Events & Promotions

- Planned and implemented a country music concert series; actions included securing major sponsorships, advertising and merchant tie-ins, and appearances from rising country music stars.

Education

Johns Hopkins University, The Carey School of Business, Baltimore, MD

M.S., Marketing

Towson University, Towson, MD

B. A., Business Administration with a marketing concentration

Anne Arundel Community College, Arnold, MD

A. A., General Studies with a business concentration

Technical Skills

MS Office 2010: Excel, PowerPoint, Publisher, SharePoint and Word; **Adobe Creative Suite:** Contribute, Illustrator, InDesign and Photoshop.

Affiliations

International Association of Business Communicators

American Marketing Association