

Chris Schramm

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SUMMARY

Dynamic, client-centered and results-focused professional with more than 15 years of proven success in end-to-end local and national marketing and sales initiatives. Adept at overseeing multichannel, integrated campaigns while managing competing timelines, priorities and resources without losing sight of big picture goals including revenue and measurable gains in market share. A design expert who incorporates modern layout into brand messaging objectives to drive revenue. A top-performing team leader, able to identify and capitalize on opportunities to reach new markets and produce optimal ROI, KPI goals and overall client satisfaction. Big-picture, creative thinker, poised for next-level success with a firm that demands a verified record of success in product & service marketing, development and sales.

EXPERIENCE

Vonage • Charlotte, NC // Digital Marketing Automation Specialist

2016 — Present

Lead marketing automation specialist for Vonage's B2B division, a \$1 billion (consolidated revenues) telecommunications company. Oversees two million+ contact database for notifications, marketing, drip campaigns and event-based emails built to qualify leads while shortening the sales cycle.

- Oversees two million+ contact database for notification, marketing, drip campaign and event-based emails built to qualify leads while shortening the sales cycle.
- Solely designed and distributed 900+ unique mass designs in 2019, a 17% increase over 2018.
- Used best HTML and CSS email coding practices to distribute digital communication to 5.8 million emails in 2019.
- Organizes the move of regular mass email content to an automated system.
- Advises of new technology and features to use including embedded video, surveys and countdown clocks.
- Executes a regular plan for A/B testing, including using the results to strengthen future marketing practices.
- Creates reports and performs analysis to determine reasoning for past performance and implement changes to improved future performance.

Freelance // Digital Marketing Professional

2005 — Present

Successfully manage and design projects for clients in both print and digital formats. Collaborate with clients through concept and execution while meeting both deadlines and budgets 100% of the time.

- Reduced costs by 50% for retail client by discovering alternate printing method for packaging.
- Implemented multi-channel e-mail program for financial client via segmentation resulting in up to 60% open rate.
- Integrated marketing initials for tech start-up, including the construction of personalized proposals, building user interface designs.
- Leveraged Salesforce marketing automation tool, Pardot, for use with e-mails, landing pages, social media, drip campaigns, lead scoring, targeted funneling and lead generation for multiple clients.
- Planned, filmed, edited and distributed short video campaigns totaling a \$10 cost. Self-taught video production, sound and editing that resulted in cutting post production cost and time by 2000%.
- Effective use of paid and organic advertising solutions via SEO, Google Adwords, Twitter, LinkedIn and Remarketing tools.

EDUCATION

University of Kansas
Advertising // Bachelor of Science

CERTIFICATIONS

Salesforce Certified Pardot Specialist
Hubspot Academy Inbound Certification
Google Adwords Display Certification
Google Adwords Search Certification

ANXeBusiness, Corp. • Southfield, MI // Marketing Coordinator

2011 — 2014

ANXeBusiness/OpenText/Nuarx is a SaaS company specializing in the automotive, healthcare, EDI, and retail verticals, offering security, compliance and VAR solutions. Maximized sales of both new accounts and premium legacy clients through direct marketing, promotions, tradeshow, webinars, communication strategies, product demonstrations, sales and product trainings. Crafted and implemented dozens of brand building, product positioning and lead generation campaigns each year.

- Within three months of departure, complete expertise in marketing and advertising resulted in company replacing position with four new marketing professionals.
- Worked with marketing teams from both OEM and aftermarket automotive verticals to provide solutions and reach yearly sales goals.
- Built from scratch over \$300K in revenue from just two tradeshow interactions in the first quarter of 2014, executing notable technical expertise and product marketing skills in selling the firm's cyber security packages.
- Grow new business through expert implementation of website strategies, email blasts, customized landing site development, collateral creation, online ordering initiatives, page promotions through postcard campaigns, webinar design and execution, and follow-up contact to assess efficacy of promotional efforts.
- Coordinated the shift in developing marketing materials and collateral from external to internal resources, thus saving the company both time and money. Resulted in the elimination of at least one half-time graphic design employee and boosting of project turnaround time by at least 50%.
- Coordinated expansive wellness initiatives across the company. Internally marketed the benefits of fitness efforts, health days, and general workplace well-being, saving the company both time in employee sick days and related healthcare costs.
- In the firm's role as a reseller of Dassault Systèmes software, led a marketing campaign which won Dassault's "Partner Marketing Excellence." The webinar successfully sold to 88% of those in attendance and resulted in achievement of the firm's yearly goal set by Dassault.

Construction Communications/Building of America • Southfield, MI // Production Manager

2008 — 2010

Acted as lead designer for 200+ page monthly magazine distributed both online and in print. Rebranded and redesigned web site, log, and marketing collateral, leading to an extended life of the publication's existence directly related to reduced costs of producing banner ads vs. print and by enabling a broader footprint from e-publication.

Highspots.com, Inc. • Charlotte, NC // Director of Marketing

2001 — 2004

Envisioned and executed a comprehensive marketing plan for a growing e-commerce company. Created DVD covers, postcards, programs, catalogs and ancillary print collateral.

Meridian • Troy, MI // Production Assistant

1999 — 2001

Managed production implementation for Super K-Mart circulars. Specific expertise included layout/pagination, image editing, file proofing, final edit, pre-press, and file transfer.

TECHNICAL SKILLS

- MS Office Suite (PC/MAC)
- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- Email on Acid + Litmus
- Premiere Elements — video editing
- HTML & CSS
- CMS updating
- E-mail design & distribution
- Google Analytics & Adwords
- Retargeting
- Studio & event photography
- Salesforce
- Pardot Marketing Automation
- Social media (Twitter, LinkedIn, Facebook, YouTube, Vimeo)