

Chris Anderson

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Summary

A talented professional with extensive experience in strategy development and tactical execution of marketing and project management initiatives.

- 10+ years marketing experience; strategy, interactive, search (SEO & SEM) marketing, social media, brand development, competitive analysis, and process improvement.
- Results-oriented project manager of digital, interactive, creative, and development (waterfall and agile) initiatives with responsibilities to manage budgets, track timelines and ensure completion within the scope of the project.
- Effective leader of cross-functional and matrix teams communicating to larger audiences with an enthusiastic understanding of technology, marketing, and related issues.

Education

CPPM - Certified Professional Project Manager - University of Saint Thomas

MBA - Master of Business Administration - Cardinal Stritch University

BS - Bachelor of Science, Major: Business Administration - Winona State University

Experience Highlights

Mobile Program Manager / Senior Project Manager - OmniChannel

US Bank NA, Minneapolis, MN, 2012 - Present

Mobile and Digital marketing project development and implementation.

- Determine and manage timelines, milestones, and deadlines within a strong matrix management environment.
- Process improvement specialist for requirement, creation, and development projects.
- Build and manage Sharepoint collaboration sites for OmniChannel workgroups.
- Coordinated all communication and activities between the User Experience experts, production, and development both internal and external; domestic and offshore.

Faculty, College of Business

Globe University, Woodbury, MN, 2012

Marketing, Internet Marketing, Project Management, Business Administration and Economics

- Develop and teach curriculum for undergraduate business students.
- Create curriculum for internet marketing general and topic-based courses and seminars.

Marketing Program Manager - Online and Mobile

Wells Fargo Bank NA: Wholesale Bank, Minneapolis, MN, 2009 - 2012

Search Marketing (PPC & SEO), Social Media Marketing, CRM Lead Management, Mobile Marketing, E-Business Initiatives

- Develop and execute online campaigns for wholesale banking lines of business encompassing search marketing, social media, email, mobile advertising, and e-business initiatives.
- Project manager for all online and mobile marketing initiatives overseeing all aspects from concept to completion.
- Provide insight into analytics and results from online campaigns to define success metrics and positive ROI.
- Developed marketing and process strategies at the enterprise level lead management for 40+ business lines.
- Coordinated the operations integration of acquired businesses from mergers and acquisitions into Wells Fargo.

Marketing Strategist, Program Manager, Owner

MindPlace Marketing, LLC., Minneapolis, MN, 2007 - 2013

Interactive Marketing / Social Media Consultancy

- Built and evolved entire strategies in communications, social media, mobile, advertising and marketing for online job transition website exhibiting 34% growth (ILostMyJob.com)
- Created and maintained website, consult on social media and implement organized promotional strategies for regional spoken word arts organization (SlamMN)

Operations Director; User Experience, Project Management, Information Architecture

Marzan Interactive, Minneapolis, MN 2008

Interactive Marketing Agency

- Created client's comprehensive strategy and marketing plans driving results that exceeded clients' expectations.
- Lead Project Manager for all client and company projects, implemented MS project both internally and client side to track tasks, progress, milestones, and success.
- Oversaw designers and developers to synchronize efforts to delivery of projects at or below budget.

Account Manager

Imagewerks Marketing, Maplewood, MN, 2007-2008

Direct Marketing Agency

- Responsible to effectively communicate across functions, developed and managed budgets, tracked timeline milestones and ensured progress was consistent with the approved scope.
- Developed successful integrated marketing programs by bringing marketing, interactive, strategy, digital, direct mail, printing, and design opportunities to clients.
- Coordinated with design group to ensure consistent messaging across traditional and online marketing activities.

Marketing Director

UCit Technologies, Inc., Rochester, MN, 2005 - 2006

Internet Video Marketing Agency

- Increased brand awareness significantly on a national level through integrated efforts in interactive, digital, direct marketing, and public relations efforts.
- Developed media relationships and directly managed public relations initiatives that quickly thrust the company into the national spotlight.
- Project Manager for numerous creative projects in both interactive and traditional media.
- Managed trade show and event initiatives consisting of several monthly events. Responsible for messaging, planning, logistics, and personnel management.

Hub Operations Coordinator

Mesaba Airlines, Minneapolis, MN, 2001 - 2004

Passenger airline flying as Northwest Airlin

- Created and implemented strategic concepts to extend the brand through an improved customer experience and enhanced operations.
- Trained, supervised, and coached 30 plus customer service agents.
- Developed initiatives to improve operational efficiency.

Director of Marketing and Sales

CodeWeavers Software, Inc., St. Paul, MN, 2000 - 2001

Linux software developer and service provider

- Created the company's initial marketing, product lifecycle and business development plans.
- Designed and created company's interactive, web, collateral, and direct marketing materials.
- Planned and executed numerous special, press, tradeshow, and industry events.
- Developed extensive public relations contacts and positioned company as a worldwide expert in the Linux software development market.

Technology

Analytics and Data Visualization

Webtrends, ForeSee, BrightEdge, Tableau, Adobe/Omniture SiteCatalyst, Google Analytics/Urchin, Radian 6, Adobe/Omniture/Visual Sciences Insight, Mediaplex, Google AdWords, and Microsoft AdSense.

Office Productivity, Project Management, and Finance

Word, Excel, Access, Project, Visio, Clarity PPM, Sharepoint (development and management), Crystal Reports, Outlook, PowerPoint, Publisher, FileMaker Pro, SalesLogix, ACT!, Salesforce, SugarCRM, Quicken, Workflow, and QuickBooks.

Web

HTML, Namo Web Editor, Search Engine Optimization (SEO), Dreamweaver, JavaScript, Flash, Flash Video, Flash Implementation, and Java Applet Implementation.

Professional Associations

PMI - Project Management Institute

Minnesota Interactive Marketing Association

American Marketing Association

Delta Sigma Pi - The Professional Co-Ed Business Fraternity