

Chris Anderson

Phone: (612) 327-8109

Email: chris@ichristopher.com - Website: www.ichristopher.com

Summary

A talented and creative marketing professional with extensive experience in strategy development and tactical execution of marketing and project management initiatives. Additional professional experience in operations, process improvement and financial management.

- 10+ years experience in marketing; strategy, interactive, search marketing, social media, brand development, competitive analysis, and process improvement.
- Results oriented project manager of digital, interactive, and creative initiatives with responsibilities to develop and manage budgets, track and monitor time lines and ensure timely completion within 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

MBA - Master of Business Administration - Cardinal Stritch University

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

Experience Highlights

Business Faculty

Globe University, Woodbury, MN, 2012 - Present

Project Management and Macroeconomics

- Develop and teach curriculum for both lower and upper level business students.

Marketing Program Manager

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

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

- Create marketing and process strategies to maximize ROI across more than 40 lines of business.
- Develop and execute online campaigns for wholesale banking lines of business encompassing search marketing, social media and 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.
- Defined and developed processes for enterprise level lead management for 40+ business lines.

Marketing Strategist, Project Manager, Owner

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

Interactive Marketing / Social Media Consultancy

- Built and evolved entire strategies in communications, social media, advertising and marketing for online job transition website exhibiting 34% growth (ILostMyJob.com)
- Created and maintain performance website for national touring entertainer (WonderDave)
- Recreated and maintained website, consult on social media and implemented 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, marketing plans and campaigns 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, developers and contractors to synchronize efforts leading to frequent early delivery of projects at or below budget.

-- Continued --

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 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 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 mid-sized to large events. Responsible for message, 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, trade show, 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

Tableau, Adobe/Omiture Site Catalyst, Google Analytics/Urchin, Radian 6, Adobe/Omiture/Visual Sciences Insight, Mediaplex, Google AdWords, and Microsoft AdSense.

Office Productivity and Finance

Word, Excel, Access, Project, Visio, Database reporting, Crystal Reports, Outlook, PowerPoint, Publisher, FileMaker Pro, SalesLogix, ACT!, Salesforce, Sugar CRM, MYOB, Quicken, Workflow, and QuickBooks.

Web

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

Graphics, Video and Desktop Publishing

Photoshop, Paint Shop Pro, Acrobat, Illustrator, Photo Paint, Draw, Video Studio, Adobe Premier, PageMaker, Corel Draw, and Publisher.

Professional Associations

Minnesota Interactive Marketing Association

American Marketing Association

Delta Sigma Pi The Professional Co-Ed Business Fraternity