Creative Director + Ecommerce Specialist Creative Director + Ecommerce Specialist Front- End Web Developer with Performance Marketing Experience Santa Monica, CA Authorized to work in the US for any employer Work Experience Creative Director + Ecommerce Specialist Leadtopia - Los Angeles, CA May 2016 to Present   Designed and developed sales funnels (including advertorials, landing pages, order forms, & shopping carts) for various ecommerce products while constantly optimizing elements to maximize sales   Installed and oversaw analytics including Google Analytics and all tracking pixels in order to accurately monitor Key Performance Indicators   Scaled a single brand from inception to over $5MM in revenue within a single calendar year   Systematically tested images, headlines, & copy throughout the sales funnel to optimize conversion rate   Orchestrated multi-channel marketing plans including social, paid search, display, native, email, & SEO   Customized & maintained Shopify themes as well as Amazon Enhanced Brand Content UX Designer + Front- End Developer + Digital Marketer FREELANCER May 2007 to Present   Designed & developed responsive websites for optimal user experience and performance on all devices   Created digital assets (including logos, email creative, & banner ads) for branding & marketing initiatives Performance Marketing Specialist Purch - New York, NY May 2015 to April 2016   Supervised multiple performance based advertising programs including revenue share, return on advertising spend, pay per action, lead generation, and ecommerce models   Analyzed conversion data and identified opportunities across multiple internal & external properties in order to optimize workflows and page templates   Defined marketing messages to meet clients' goals and worked with designers to create relevant ads   Created custom reports in order to analyze key metrics and inform optimization strategies   Set-up A/B tests and multi-variant experiments and performed quality assurance to confirm they ran as intended Vertical Marketing Manager - Pay Per Call Matomy Media Group - New York, NY December 2014 to May 2015   Managed every aspect of business for publishers and clients to optimize campaigns from click to sale for Tech Support, Home Services, Education and Insurance verticals   Developed strategic relationships with both clients and publishers in order to achieve revenue goals   Controlled pacing and routing of calls to provide steady streams of traffic which maximize the call centers' resources in order to increase profitability

Identified arbitrage opportunities which improved clients' ROI while increasing internal profit margins through buying media more efficiently   Analyzed conversion data and disposition reports in order to deliver clients' cost per sales goals Publisher Manager - Mobile & Pay Per Call Matomy Media Group - New York, NY November 2013 to December 2014   Increased Pay Per Call publisher revenue from under $5K to over $500K per month in first year   Collaborated with affiliate distribution partners to drive traffic to advertisers' campaigns in Lead Generation, Pay Per Call, Pay Per Install, and more   Recruited new affiliate publishing partners and matched their traffic with the most relevant top performing offers   Managed partner needs including pricing negotiations, reporting, tracking, offer setup, and general client support   Provided continual feedback regarding offer performance in an effort to optimize landing pages and creative assets Affiliate Manager - Performance Media + Product Manager - Cost Per Call Professional ValueClick Media - New York, NY April 2013 to November 2013   Managed a network of publishers on coregistration, direct to site display and third party tag link out campaigns for a diverse range of advertisers   Worked with publishers to resolve posting issues, placed and tested pixels and ensured that client tags were tracking properly in client's reporting   Launched a network of Cost per Call affiliates, taking the product from inception to an exceptionally profitable offering for clients looking for inbound call traffic Graphic Designer + Marketing Manager Anuco Printing - East Hanover, NJ December 2011 to April 2013   Developed and implemented targeted internal marketing efforts utilizing both email and phone campaigns in order to acquire new customers and increase revenue   Designed internal creative including logos, business cards, letterheads, envelopes, email & print ads   Prepared creative either supplied by customer, created to specifications, or redesigned from hard copy using InDesign, Acrobat, Illustrator, Photoshop, Quark, Corel Draw, and PageMaker Affiliate Marketing Coordinator CUnet - Paramus, NJ April 2010 to December 2011   Managed the campaigns for a diverse portfolio of affiliates generating data and phone verified leads   Communicated allocation changes as liaison between client managers and external vendors   Analyzed conversion data and pacing reports in order to optimize media plans   Prospected for, vetted, and activated new affiliate publishers to run form posting, direct linking, and call center campaigns Education Certification in

Digital Graphic Design School of Visual Arts - New York, NY 2012 Bachelor's Degree in Business Administration in Marketing William Paterson University - Wayne, NJ 2009 Skills Adobe Creative Suite, Premiere (1 year), Social Media Marketing (3 years), Marketing (10+ years), Photoshop (10+ years), Illustrator (10+ years), HTML 5 (10+ years), CSS3 (10+ years), Javascript (2 years), Front End, UI, Front-End Links http://christopherchimento.com/ Additional Information Extensive knowledge of Microsoft Office (Word, Excel, PowerPoint, & Outlook), Adobe Creative Suite (Photoshop, Illustrator, XD, & Premier Pro), Google Analytics, Google Optimize, Google Ads, Facebook Ads Manager, Shopify, BigCommerce, Amazon Seller Central, WordPress + Fluent in HTML5, CSS3, & JavaScript   Community City Harvest, New York, NY Involvement Volunteer, 2015 - 2017   The Young Leaders of Bergen County's United Way, Paramus, NJ Volunteer, 2010 - 2013 Event Coordinator, 2011 & 2012

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