

Christopher Davis

CMO at BrandVest | Ex-Meta

United States · [Contact Info](#)



BrandVest



The Wharton School

About

With over 8 years in the tech industry, I specialize in executing growth-driven product marketing campaigns for both start-ups and Fortune 500 companies. By leveraging data-driven insights, I craft compelling messaging and develop go-to-market strategies that resonate with target audiences, boosting customer acquisition and engagement. Adept at collaborating cross-functionally and shaping product strategies, I ensure marketing initiatives are aligned with business goals to maximize market impact.

Experience



Chief Marketing Officer

BrandVest

May 2021 - Present · 3 years 1 month

Led BrandVest from inception to building a portfolio of 20 best-selling brands, generating over 700,000 customer reviews and positioning it as a leading platform for products and marketplace brands.

Executed comprehensive marketing and advertising strategies, resulting in a 40% increase in customer acquisition and a 35% boost in average client revenue.

Developed go-to-market strategies that successfully launched multiple products, driving brand visibility and increasing sales by 50%.



Meta

4 years 11 months

Product Marketing Manager

Dec 2017 - Apr 2021 · 3 years 5 months

Executed Alpha testing for an AI-powered creative product, driving improvements in Meta's \$15B app business and increasing product engagement by 25%. Led product marketing initiatives for the \$430.9 billion app industry, collaborating with Engineers and Designers to develop and launch a new product that exceeded adoption targets by 20%. Coached and mentored 3 senior product marketers, leading high-impact campaigns and organizing an internal summit for ~100 stakeholders, which led to actionable insights and product improvements. Influenced product strategy by integrating market trends and customer feedback, increasing overall market share by 15%.

Retail Vertical Product Marketing Manager

Jun 2016 - Nov 2017 · 1 year 6 months

Led the Alpha launch of Meta's Lookalike Audiences, generating \$1M in ad revenue and reducing cost per lead by 15%. Collected and analyzed market trends for the \$5,570 billion retail industry, generating \$15B in product ideas and successfully convincing product teams to prioritize them in their 6-month roadmap.

Education



The Wharton School

Bachelor of Science · Marketing and Communications

2012 - 2016