AMERICAN MADE

Christopher Fournier

POWERED BY COFFEE

I design seamless user experiences and manage projects with discipline and efficiency. Born and raised in Maine, I love coffee, India Pale Ales and food that's not good for me. I have an eye for design and an appreciation of the principles and the beauty behind great code.

Holliston, Massachusetts, United States of America

Experience

2012 - TODAY **PANERA BREAD**
Senior Manager Digital Strategy & User Experience

- Strategic direction of all design and development projects for panerabread.com; provides leadership for research, strategy, UX and UI design, technology platforms, content development, and Google Analytics.

- Designed and coded prototypes to more effectively test the site's user experience responsive designs in browsers, while at the same time enabling early problem-solving and also creating a more efficient transition from design to development.

- Championed comprehensive new customer-centric site strategy using analytics insight to define moments that matter, strategic intent, key tactics, objectives, and key performance indicators.

- Directed development, integration and deployment of Adobe Experience Manager content management system.

2007 - 2012 **PANERA BREAD**
Senior Manager Marketing and Creative Services

- Cross-functional marketing and creative direction leadership for Catering, Loyalty, Field Marketing, Retail Advertising, Public Relations, and Bakery-Cafe projects.

- Led creative development and marketing implementation for Panera Cares™ under direct supervision of CEO and founder Ron Shaich.

- Directed development, deployment and promotion of a web-based, template-driven asset management system to improve local marketing through application of national brand standards generating a 375% increase in approved, brand-sanctioned marketing collateral.

2004 - 2007 **L.L. BEAN**
Senior Manager Creative Services

- Directed creative development and production of materials in support of L.L. Bean's catalog, retail and e-commerce business, as well as support resources for all layout and photography deliverables.

Contact Me

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Expertise

- UX & UI Design
- Adobe Creative Cloud (Photoshop, Illustrator, & InDesign)
- Sketch

- Strategic Planning & Analysis
- Google Analytics, Google Tag Manager, & Google Optimize
- Brand & Retail Marketing

- Content Management Systems
- Project Management & Process Improvement
- Print Design & Production

LinkedIn Endorsements

Creative Direction	★★★★★★★★★★
Digital Marketing	★★★★★★★★★☆
Marketing Strategy	★★★★★★★★☆
Email Marketing	★★★★★☆☆☆☆☆
Public Relations	★★★★☆☆☆☆☆☆
Project Management	★★★★☆☆☆☆☆☆
Advertising Design	★★★★☆☆☆☆☆☆

Technical Skills

Adobe Creative Cloud	★★★★★★★★☆☆
Microsoft Office	★★★★★★★★☆☆
Sketch	★★★★★★☆☆☆☆
Adobe Marketing Cloud	★★★★★☆☆☆☆☆
HTML & CSS	★★★★☆☆☆☆☆☆
Wordpress & PHP	★★★☆☆☆☆☆☆☆

Intangibles

Strategic Thinker   **Detail Oriented**   **Collaborator**   **Problem Solver**   **Passionate**

Education

Bachelor of Arts, United States History
Quinnipiac University