

## 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 & 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



[chris.d.fournier@gmail.com](mailto:chris.d.fournier@gmail.com)



617-899-9004



[linkedin.com/christopher-fournier](https://www.linkedin.com/in/christopher-fournier)



[github.com/cdfournier](https://github.com/cdfournier)



[chris.blackcoffeeshoppe.com](http://chris.blackcoffeeshoppe.com)

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

## 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

## Contact Me