

# CHRISTOPHER FOURNIER

Senior Digital Marketing Professional



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<https://goo.gl/Vvynp6>

Results-driven marketing professional leading the digital transformation of panerabread.com. Exceptional leadership skills with proven ability to drive new revenue streams and customer acquisition through digital channels. Able to analyze key data metrics in order to meet and exceed all strategic objectives. Possesses a keen ability to conceptualize projects in unique and innovative ways. Proven expertise in relationship building, leveraging connections with internal and external peers and partners in order to optimize marketing strategy performance. A strong team leader and mentor who embraces innovation.

## Expertise

- UX & UI Design
- Strategic Planning & Analysis
- Brand & Retail Marketing
- Adobe Creative Cloud
- Content Management Systems
- Google Analytics, Google Tag Manager, & Google Optimize
- Print Design & Production
- Project Management
- Process Improvement

## Experience

### Panera Bread, Digital Strategy and Web Operations, 2012 – Present

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

#### Key Accomplishments

- Delivered comprehensive new customer-centric site strategy using analytics insight to define moments that matter, strategic intent, key tactics, and key performance indicators.
- Development, deployment, and integration of Adobe Experience Manager content management system.
- Spearheaded work resulting in a 26% increase in sessions, 24% increase in users, 60% increase in average session duration, and a drop of 1.37% in the bounce rate.

### Panera Bread, Marketing Services, 2007 – 2012

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

#### Key Accomplishments

- 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.

### PARTNERS+simons, Marketing Services, 2007 – 2007

Managed delivery and execution of coordinated, multi-channel marketing campaigns comprised of print, online advertising, website development, out of home, and broadcast media for clients including Blue Cross/Blue Shield, Sovereign Bank, Genzyme, and others in the health care and financial industries.

### Vertis Communications, Global Retail Marketing, 2004 – 2007

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.

## Education

Bachelor of Arts, United States History  
Quinnipiac University

## Intangibles



Strategic Thinker



Problem Solver



Passionate



Collaborator



Detail-Oriented