

Christopher Mark

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EDUCATION

Davidson College – Davidson, NC

May 2013

- Bachelor of Arts in Political Science, Religion Minor
- Relevant Coursework: Statistics, Introduction to Accounting, Intermediate Accounting, Business Ethics, Calculus
- Davidson College Edward M. Armfield, Covington, and J.F. Chitty IV Tennis Scholarships Recipient
 - These three scholarships of \$27,000 per year are awarded to tennis players who have achieved national success for tennis performance.

RELEVANT EXPERIENCE

EAT Club – Palo Alto, CA

Sales Development Representative – New Markets

March 2014 – August 2015

- Fourth SDR hire on EAT Club Sales team and consistently broke quota of 40 meetings a month.
- Launched EAT Club's most important expansion into the Los Angeles market (first market outside of the Bay Area) in the sales department and helped drive growth of at least 25% month over month
- Drove revenue growth through a combination of cold/warm calling (50 calls a day), lead generation/qualification, CRM, network development, database/email marketing through A/B testing, and B2B sales (\$800k in ARR closed as SDR).
- Prospected and helped close key accounts such as Fandango, DogVacay, eHarmony, and Scopely.
- Scaled business operations through demand validation of new markets and development of EAT Club's B2B sales process, competitive analysis, and value wedge creation.

American Furniture – Sacramento, CA

Marketing/Inventory Analyst

May 2013 – December 2013

- Maintained company's website by organizing different products into specific categories and coordinated with warehouse to ensure product's availability matched with website.
- Developed advertising and marketing content on company's website to attract customers towards specific sales.
- Developed, implemented and maintained all business reports related to inventory management.
- Organized and catalogued stock levels of tens of thousands of different inventory products.
- Performed sales research and forecasted stock and inventory requirement.
- Develop and deliver effective communications to management that have clarity and impact.

Davidson College ITS – Davidson, NC

August 2011 – May 2013

Student Technology Consultant

- Diagnosed computer and network problems for approximately 2,000 students throughout Davidson College
- Responsibilities included: formatting hard drives, reinstalling operating systems, assessing network problems, connecting gaming devices and smartphones to the secure network, and removing viruses
- Provided technical helpdesk support to various users.

UN Refugee Agency – Washington, D.C.

May 2012 – August 2012

Online Marketing Intern

- Drafted and published articles about critical refugee situations to organization's website and blog.
- Managed organization's social media program, which resulted in helping collect donations of \$150 million dollars in aid to Somalia, Syria, South Sudan, and Mali.
- Analyzed specific trends and online traffic using Facebook Analytics and Hootsuite to promote and facilitate the most efficient marketing strategy to encourage an increase in donations within the United States.

LEADERSHIP & ACTIVITIES

Division I Men's Varsity Tennis Athlete – Davidson, NC

August 2009 – May 2013

Captain, MVP 2011

Additional Skills

- B2b Selling, Database/Email Marketing, Cold Calling, Lead Generation, New Market Development, CRM, Market Research
- Technology experience: Microsoft Office (Word, Outlook, Powerpoint, Excel), Windows and MAC platforms, Android, iOS, STATA
- Semi-fluent in Vietnamese (Conversational)