

CHRIS HAMMERSLEY

DIGITAL MARKETING PROFESSIONAL

CONTACT



646-387-7373



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Seattle or REMOTE

EDUCATION

UW Professional & Continuing Ed
Certificate, Data Visualization

Codecademy

Certificate: Data Science
Learn React
Learn SQL

Udacity.com

Nanodegree, Front-end Web Dev

The New School

M.A. Media Studies
Magna Cum Laude

Loyola University Chicago

B.A. Communication: Film & Video
Cum Laude

PROFILE

I'm an accomplished, hands-on Digital Marketing and Ad Tech professional who implements Paid Ads, SEO, Email, Paid Social and other Digital Marketing strategies to increase your company's revenue. I thrive at the intersection of technology, content, automation and process, where I find creative, cost-effective solutions to operational challenges. I mix the art with the science.

EXPERIENCE

Fractional CMO / Digital Marketing, Hammersley Digital — 2016 to Present

Fractional CMO, Digital Marketing & Ad Tech Services for B2B/B2C clients:

Fractional CMO, Planette AI — 2024 to Present

AI Environmental Forecasts. Rebuilt website. Developed and executed on GTM content strategy, including blogs, video & social. Managed Google, Bing & LinkedIn Paid Ads. Validated product fit on client calls.

Fractional CMO, Moving Beyond — 2022 to 2023

SaaS Platform. Managed brand/website rollout. Content marketing strategy for product launch including weekly LinkedIn Live video series *Data is Love*.

Fractional CMO, McEnergy Automation — 2022 to Present

Industrial Automation System Integrator. SEO, Google Ads & LinkedIn Ads B2B lead generation, Monthly Reporting. *Ad Spend \$3k-\$5k/month.*

Fractional CMO, New Frontier Technologies — 2019 to Present

Industrial Automation System Integrator. SEO, Google Ads & LinkedIn Ads B2B lead generation, Monthly Reporting. *Ad Spend \$5k-\$8k/month.*

SEM Analytics & Reporting Automation, Pip's Island — 2019

NYC Off-Broadway Show. RT reporting of 3rd party tickets & Shopify merch sales. Validated paid ad traffic/conversions (FB/IG, Google/YT). Managed 3rd party ad agency. *Ad Spend \$22k-\$40k/month.*

Website Developer, ways of forgetting — 2019 to 2020

Indie Feature Film. Development of interactive website to highlight film characters & showcase teaser.

SEO/Technical, Papier Plume — 2018 to 2023

Brick-n-Mortar + Online Store. Installed POS. SEO of 1,000+ products. Content strategy. Magento platform upgrades. Migration to Shopify.

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PROFICIENCIES

Search Engine Optimization (SEO)

SEMRush, MOZ, ahrefs, SERPstat, SimilarWeb, UberSuggest, Google Search Console, SEObility

Search Engine Marketing (SEM)

Google/Bing Ads, Spyfu, iSpionage

Social Media Marketing (SMM)

LinkedIn Ads, Pinterest Ads, Facebook/Instagram Ads

Website/eCommerce Platforms

Shopify, SquareSpace, WordPress, Wix, WooCommerce, Magento 2

Data & Analytics

Google Analytics, Looker Studio, GTM, Supermetrics, Tableau

Email Automation & CRM

HubSpot, Klayvio, SFDC, ConvertKit, MailChimp

Media & Augmented Reality (AR)

Photoshop, FCP X, Spark AR, Snap Lens Studio, StreamYard, Descript

Scripting/dB

HTML, XML, CSS, Javascript, PHP, MySQL, React (R3F), Python, SQL

Web Apps/No-Code

Glide Apps, VoiceFlow, ThunkableX

Team/Process

GitHub, JIRA, Slack, Google Docs, MS Office, Zoom, AirTable

Director, eCommerce & Digital Marketing, ClickSafety — 2012 to 2016

SaaS Online Safety Training/LMS. Led B2C eCommerce growth from \$1.2M to \$4M. Ranked #47 Inc. 500 Top 100 Education list. *Ad Spend \$30k-\$45k/month.*

Digital Marketing Consultant, Ion Training — 2008 to 2012

Provided SEM, SEO, project management, training & video services.

SEO Consultant, ClickSafety — 2011 to 2012

SaaS Online Safety Training. Analysis for Pilot SEO project. Increased website traffic by 19% and product revenue by 58% in 4 months. Hired FT.

Technology Mentor, OneAmerica — 2011 to 2012

Pilot Language Learning Project. Delivered Instructor-led training (ILT) for Gates Foundation-funded English language learning program to immigrants & refugees. Developed curriculum & drafted Train-the-Trainer (T3) program.

Project Manager/QA, Appway — 2009 to 2011

Swiss BPM Software. NYC-based PM/QA for business process management solutions delivered to Morgan Stanley and Bank of NY Mellon.

President/CEO & Co-Founder, Brickfactor, Inc. — 2006 to 2007

Systems Integrator. Founded startup combining search technologies with service resolution & behavioral analytics. Partnered with software vendors Mercado (acq. by Omniture/Adobe) and Knova (acq. by Consona/Aptean).

VP New Media, B&H Photo Video — 2003 to 2006

Photo/Video eCommerce. Led R&D dept. focused on long-term customer retention. Managed 12 developers. Launched B&H University employee eLearning portal and beta version of B&H Support end-user customer training.

Training Manager, iBeam Broadcasting — 2000 to 2003

Streaming Media. Led R&D dept. focused on long-term customer retention. Managed 12 developers. Launched B&H University employee eLearning portal and beta version of B&H Support end-user customer training.

References: Available upon request.