

# CHRISTOPHER OLBERDING

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## SENIOR MARKETING EXECUTIVE | CMO / SVP / HEAD OF MARKETING

Marketing executive who builds acquisition engines for businesses where great products, employee development, and profitability align. I believe marketing should shape business strategy, not just execute it, and lead teams with transparent investment in their professional growth. Proven ability to drive transformative growth during complex corporate transitions, from founding and scaling a \$3MM digital marketing agency to architecting consumer banking strategy for a new brand. Delivered \$2B in customer deposit acquisition in 2024 while managing eight-figure marketing budgets, and on pace to deliver \$3.5B in 2025 while building a market engine that utilizes an omni-channel strategy including emerging AI-powered search channels.

### CORE COMPETENCIES

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**Strategic Leadership:** P&L Management • Team Building & Development • Cross-Functional Collaboration • Market Entry Strategy • M&A Integration • Vendor Management

**Marketing Excellence:** Performance Marketing • Customer Acquisition • Attribution Strategy • Media Optimization • Brand Development • Go-to-Market Planning • Growth Marketing • Marketing Automation • SEO/GEO Strategy

**Channel Expertise:** Paid Search • Paid Social • Programmatic Display • CTV • DOOH • Direct Mail • Broadcast • Print • Partnership/Affiliate (NerdWallet, Bankrate)

**Technology & Analytics:** Marketing Technology Stack • Data Analytics & Visualization • Marketing Attribution • CRM Strategy • Conversion Optimization • AI-Enhanced Workflows • Generative AI Strategy

### PROFESSIONAL EXPERIENCE

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#### EVERBANK – Jacksonville, FL

**Vice President, Marketing** | Aug 2023 – Present

*Led consumer acquisition transformation during TIAA divestiture, building comprehensive marketing strategy for Top 50 U.S. commercial bank. Managed eight-figure media budgets while establishing data governance framework and compliance infrastructure.*

- Architected consumer acquisition strategy during corporate spin-off, replacing captive TIAA participant base with direct consumer targeting strategy
- Delivered exponential deposit growth, increasing new customer deposits from <\$1B (2023) to \$2B (2024) and positioning for \$3.5B target in 2025
- Proposed and implemented three-tiered measurement framework integrating click-level attribution, media mix modeling, and structured lift study/A/B testing program to provide holistic view of marketing effectiveness
- Developed comprehensive 6-quarter SEO and Generative Engine Optimization (GEO) roadmap, leading agency search to establish foundational organic capabilities and drive deposit growth in 2026 and beyond
- Led strategic initiative to reduce agency dependency by transitioning ad platforms to bank ownership and establishing proprietary reporting infrastructure in Domo, ensuring full data control and operational flexibility
- Architecting unified marketing, web, and deposit data infrastructure in Domo to enable cross-channel attribution and business performance visibility
- Led cross-functional compliance transformation, partnering with legal, privacy, and compliance teams to implement Google Tag Manager (GTM) governance and cookie compliance infrastructure
- Led market expansion and acquisition integration strategy, orchestrating 4x branch network growth from 10 Florida locations to 40+ branches across LA, SF, and NYC markets through Sterling Bank acquisition

#### URBAN SDK – Remote

**Fractional Chief Marketing Officer** | Jul 2022 – Oct 2022

*Engaged as strategic marketing leader to reposition government-focused SaaS platform for growth and investor readiness.*

- Redesigned go-to-market strategy for public-sector clients, building account-based marketing framework for government and transit verticals

- Transformed sales and marketing operations through comprehensive HubSpot CRM overhaul, lead scoring implementation, and sales-marketing alignment
- Advised executive team on expansion strategy supporting investor readiness and municipal market entry initiatives

## **SPARKLE STORIES – Remote**

**Chief Product Officer / Acting CTO | Dec 2021 – Oct 2022**

*Led product strategy and technology operations for subscription content platform serving 100K+ families.*

- Directed product roadmap and technology strategy managing international development teams
- Rebuilt marketing analytics stack launching new Data Studio dashboards and resolving GA/Stripe tracking issues
- Enhanced user experience and conversion optimization through site redesigns and funnel analysis

## **STATION FOUR – Jacksonville, FL**

**Founder & Chief Executive Officer | Oct 2007 – Nov 2021**

*Founded and scaled Northeast Florida's largest digital agency by revenue and headcount to \$3MM+ annual revenue and 25-person team across Jacksonville and Portland markets. Successfully exited via acquisition in 2021.*

- Built and led high-performing organization growing from startup to regional market leader through strategic vision and operational excellence
- Managed P&L responsibility for \$3MM+ revenue operation while maintaining healthy margins across economic cycles
- Directed enterprise digital transformation projects for marquee clients including the Pentagon, the NBA, Firehouse Subs, Fidelity National Financial, Jacksonville Transit Authority, and Baptist Health
- Successfully executed acquisition exit positioning company for strategic sale while ensuring seamless transition for team and clients

## **EDUCATION**

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### **University of Florida**

Doctoral Program (ABD), Comparative Politics & Statistics | 2003–2006

Bachelor of Arts, Political Science | 2003

## **TECHNICAL EXPERTISE**

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**Marketing Technology:** Google Ads, Meta Paid Social, The Trade Desk, DV360, CM360, Google Analytics 4 (GA4), Google Tag Manager (GTM), LiveRamp, StackAdapt, HubSpot, Salesforce, Marketing Cloud

**Analytics & Attribution:** SQL, Python, A/B Testing, Media Mix Modeling, Matchback Analysis, Lift Studies, Statistical Analysis, Domo, Tableau, PowerBI, Looker, BigQuery

**Data Vendor Management:** Acxiom, DataAxe, Deluxe

**AI & Emerging Tech:** Claude Code, Prompt Engineering, AI Workflow Automation, Generative Engine Optimization (GEO), LLM Integration Strategy

## **RECOGNITION & ACHIEVEMENTS**

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- Jacksonville Business Journal 40 Under 40 Honoree
- Microsoft Phizzpop Design Challenge Winner
- Gator 100 Recognition (2016 & 2017) – Top 100 fastest-growing UF alumni companies
- Featured Publications: Web Designer Magazine, Net Magazine, Arbus, 904 Magazine