

Christopher Ryan Griffith

Represented by Creative Circle 201.444.6633

SUMMARY

Experienced digital marketer who has built a unique blend of creative, technical, and analytical skills through experiences in SaaS and ecommerce. Exploring the possibility of a career change from marketing to user experience design.

EDUCATION

University of Wisconsin-Madison

Capstone Certificate, User Experience Design | August 2019 (Expected)

University of Delaware

Bachelor of Science, Marketing | May 2013

- Minors in Advertising and Interactive Media
- Cumulative GPA: 3.47 / 4.00
- Associate Member, Lerner College of Business & Economics Alumni Board (2012 - 2013)
- Co-President, Lerner College of Business & Economics Student Advisory Board (2010 - 2013)
- Executive Mentors Scholar Program (2010 - 2013)

EXPERIENCE

Marketing Manager

Prestwick House, Inc. | February 2018 – Present

Responsibilities of Web Marketing Specialist, plus:

- Set departmental and individual goals for the marketing department
- Work with junior marketing team members to develop skills and knowledge
- Schedule the annual marketing calendar and deliverables from a cross-departmental team
- Develop and monitor marketing effectiveness reports on an ongoing basis
- Manage relationships with outside parties to implement the goals of the marketing team
- Lead the creation and management of web content and promotions
- Supervise production of all catalogues, advertisements, and direct mail pieces

Web Marketing Specialist

Prestwick House, Inc. | July 2016 – February 2018

- Coordinated, managed, and updated marketing content on ecommerce website
- Developed, executed, and reported on the effectiveness of email and other digital campaigns
- Worked with the marketing team and creative department to help guide the direction of marketing
- Created, updated, and maintained web content within the CMS
- Managed monthly processes for ongoing content reviews and analytics
- Acted as the department expert on HTML and CSS in implementing designs within the CMS
- Implemented and scheduled web promotions, email campaigns, and tracked results
- Assisted in the planning and execution of new product launches, carefully maintaining consistency of branding and campaign message across all media channels

Director of Marketing

WizeHive, Inc. | Sept 2013 – June 2016

- Created, designed, implemented and managed lead generation email marketing campaigns
- Executed workflow of inbound lead capture and other marketing automation initiatives
- Created content including blog posts, newsletters, e-books, webinars, landing pages, and videos
- Designed, coded, and maintained marketing websites
- Managed SEO efforts and PPC campaigns
- Oversaw social media presence on Facebook, Twitter, and LinkedIn

Communications Assistant

University of Delaware, Office of Undergraduate Admissions | June 2012 – Sept 2013

A/V Technician

University of Delaware, Media Services | June 2009 – Sept 2013

SKILLS

SEM

SEO
Google Analytics
Google Ads
Bing Ads

Technical

HTML
CSS
JavaScript

Office

Microsoft Word
Microsoft PowerPoint
Microsoft Excel
Google Docs
Google Slides
Google Sheets

Creative

Adobe Photoshop
Adobe Illustrator
Adobe XD
iMovie

Social

Facebook
Twitter
LinkedIn
YouTube

CERTIFICATIONS

SEMrush Technical SEO

(2018)

SEMrush SEO Fundamentals

(2018)

Google Analytics Individual Qualification

(2018)

AdWords Search Certification

(2018)

Bing Ads Accredited

Professional

(2018)

HubSpot Email Marketing Certification

(2017)

HubSpot Inbound Certification

(2017)

HubSpot Content Marketing Certification

(2017)