

Christopher R. Griffith

CONTACT

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SKILLS

Design

UX Design
Wireframing
Prototyping
Information Architecture
User Research
Usability Testing

Development

HTML / CSS
JavaScript
Bootstrap Framework
Search Engine Optimization

TOOLS

Adobe XD
Adobe Photoshop
Adobe Illustrator
G Suite
Google Analytics
Microsoft 365
Trello
JIRA
WordPress

WORK

Prestwick House, Marketing Manager

February 2018 - Present

Set departmental and individual goals for the marketing department through the scheduling of the annual marketing calendar and monitor the effectiveness of deliverables from a cross-departmental team delivering reports on an ongoing basis and managing relationships with outside parties.

Prestwick House, Web Marketing Specialist

July 2016 - February 2018

Acted as the department expert on HTML and CSS; demonstrated through the implementation of designs within the CMS and the management of all marketing content on the e-commerce website.

WizeHive, Director of Marketing

September 2013 - July 2016

Designed, developed, and maintained company marketing websites and managed lead generation and marketing automation campaigns. Managed ongoing SEO and PPC campaigns supported by the creation of marketing content including blog posts, newsletters, e-books, webinars, landing pages, and videos.

PROJECTS

Checkout Experience Redesign

April 2018

Led the team in documenting, testing, and managing the redesign of the login, account registration, and checkout experiences of the e-commerce site.

Digital Kanban Project Management

March 2018

Successfully created and implemented a custom Kanban-style system to increase the efficiency and transparency of projects across the cross-departmental team.

Abandoned Cart System

November 2017

Careful research and vetting process that led to the selection of a vendor that has helped to recover over \$265,000 in revenue to date.

EDUCATION

University of Wisconsin-Madison, Capstone Certificate in User Experience Design

August 2018 - August 2019

University of Delaware, Bachelor of Science in Marketing

August 2009 - May 2013

Cumulative GPA: 3.47 / 4.00

Minors in Advertising and Interactive Media

Co-President, Lerner College of Business & Economics Student Advisory Board
Executive Mentors Scholar Program