

Chris Eggenberger

Grand Rapids, MI



Skills

Graphic Design

Creative Thinking

Marketing Strategy

Adobe Creative Suite

Mac OSX

Strategic Thinking

Problem Solving

Strong Communication

Leadership & Motivation

Organization & Prioritization

HTML

CSS

Google Analytics Certified

Education

Business Administration and Marketing

Minor: Economics

Aquinas College
2012 - 2016

Recent Projects

This past year has been focused on developing new skills and honing existing ones. I have been learning to code since May of 2020, while also pursuing other creative outlets like graphic design, crafting coffee, and writing. Check out my work on my website and YouTube channel:

[Website](#)

[YouTube Channel](#)

Professional Experience

BARISTA

Lantern Coffee

April 2021 - Present

- Handcraft traditional coffee and tea at a specialty coffee shop in Grand Rapids
- Create a welcoming atmosphere for customers
- Open and close solo several times a week, while maintaining regular business activities

FOUNDER

Thought Hatchery Co.

June 2018 - December 2020

- Brainstormed, designed, and built a digital marketing company with less than \$300
- Perform and manage all business activities
- Actively seek new clients as our sole salesperson
- Nurture client relationships
- Design digital content, marketing strategies, websites, and set up social media profiles for our clients

CUSTOMER SUCCESS MANAGER

DealerOn

January 2020 - April 2020

- Actively managed a book of business, developing client relationships and identifying up-sell opportunities
- Performed monthly meetings with dealers to provide analytical insights and optimization recommendations for their website
- Acted as the point of contact and project manager for all work on my clients websites

ACCOUNT EXECUTIVE

MLive Media Group

January 2017 - June 2018

- Achieved being in the top three for sales in the state of Michigan multiple times
- Identified, prospected, and created relationships with potential customers
- Designed creative, holistic marketing strategies for local business
- Built and presented digital marketing campaigns to business owners and