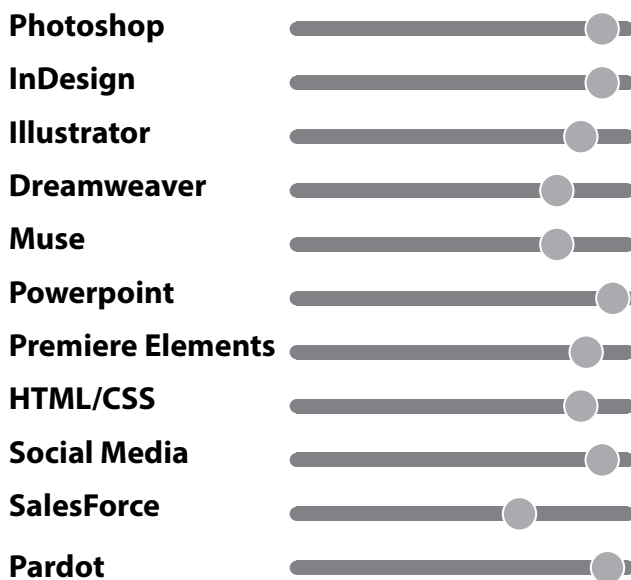


Chris Schramm

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SKILLS



EXPERIENCE

Vonage Business 2016 — Present
 Charlotte // Marketing Automation Specialist

Freelance 2005 — Present
 Charlotte // Marketing Guru and Design Professional

ANXeBusiness, Corp. 2011 — 2014
 Southfield // Marketing Coordinator

Freelance 1997 — 2014
 Charlotte // Writer

Construction Communications 2008 — 2010
 Southfield // Production Manager

Highspots.com, Inc. 2001 — 2004
 Charlotte // Advertising Manager

Meridian Advertising 1999 — 2001
 Troy // Production Assistant

SUMMARY

Dynamic, client-centered and results-focused professional with more than 15 years of proven success in end-to-end local and national marketing and sales initiatives. Adept at overseeing multichannel, integrated campaigns while managing competing timelines, priorities and resources without losing sight of big picture goals including revenue and measurable gains in market share. A design expert who incorporates modern layout into brand messaging objectives to drive revenue. A top-performing team leader, able to identify and capitalize on opportunities to reach new markets and produce optimal ROI, marketing outcomes and overall client satisfaction. Big-picture, creative thinker, poised for next-level success with a firm that demands a verified record of success in product & service marketing, development and sales.

EDUCATION

1995 — 1999
 University of Kansas • Advertising // Bachelor of Science

CERTIFICATIONS

2017 — Present
 Salesforce Certified Pardot Specialist

AREAS OF EXPERTISE

- Marketing Materials Design & Deployment
- Marketing Automation
- Trade Show Design & Participation
- Communication Strategies
- Lead Generation Campaigns
- New Revenue Streams
- Analytics, Business Intelligence & Research
- Trend, Market & Competitive Analysis
- Media / Vendor Relations & Collaboration
- Client Services & Account Management
- Presentation, Training & Event Leadership
- Budgeting / Cost & Process Efficiency
- Product Development & Production Support
- Strategic Planning & Project Management

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EXPERIENCE

Vonage Business • Charlotte, NC // Marketing Automation Specialist

2016 — Present

Lead for Salesforce's Pardot Marketing Automation for Vonage's business end. Oversees two million+ person database for notifications, marketing, drip campaigns and event-based emails.

- Designs, tests, reviews, updates and schedules 50+ mass emails each month.
- Advices of new technology and features to use including embedded video, surveys and countdown clocks.
- Implements new automated processes to ensure consistency and shorten turnaround time.
- Executes a regular plan for A/B testing, including using the results to strengthen future marketing practices.

Freelance // Marketing Guru and Design Professional

2005 — Present

Successfully manage, design, edit, and update projects for clients in both print and digital formats. Collaborate with clients through concept and execution while meeting both deadlines and budgets 100% of the time. Effectively build consensus with clients to create streamlined visions that provide desired client messaging and establish successful benchmarks for continual relationship growth. Enhanced operational efficiency by implementation and tracking via marketing automation. Coordinated corporate brand positioning, brand communication and inbound/outbound B2B marketing efforts.

- Reduced costs by 50% for one client by discovering alternate printing method for packaging.
- Channel consistent communication by executing webinars, blogs, newsletters and landing sites.
- Implemented multi-channel e-mail program via segmentation resulting in up to 60% open rate.
- Design compelling sales presentations that offer more than a single solution to fit it into seasonally changing budgets.
- Constructed personalized proposals, including user interface designs, for larger potential clients.
- Leveraged Salesforce marketing plug-in, Pardot, for use with mass e-mails, landing pages, social media, drip campaigns and lead generation.
- Planned, filmed, edited and distributed short video campaigns with under \$10 outside cost per video.
- Effective use of paid advertising via Google Adwords, Social Media (Twitter and LinkedIn) and Remarketing tools.
- Built lead scoring; resulting in efficient targeted funneling.
- Leveraged implementation of SEO and Google Analytics to targeted audience in growth of young company.
- Research outsourcing video production, cutting cost and time by 2000%.

ANXeBusiness, Corp. • Southfield, MI // Marketing Coordinator

2011 — 2014

Reported directly to the Executive VP of Marketing, maximize sales of both new accounts and premium legacy clients through direct marketing, promotions, tradeshow, communication strategies, product demonstrations, sales and product trainings. Crafted and implemented dozens of brand building, product positioning and lead generation campaigns each year. Coordinated and managed market research activities to create new revenue streams and brand awareness for EDI, automotive, healthcare and retail lines. Collaborated with over a dozen business unit heads and members to drive enterprise-wide promotional efforts.

- Within three months of departure, complete expertise in marketing and advertising resulted in company replacing position with four new marketing professionals.
- Built from scratch over \$300K in revenue from just two tradeshow interactions in the first quarter of 2014, executing notable technical expertise and product marketing skills in selling the firm's cyber security packages.

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ANXeBusiness, Corp. (cont.)

2011 — 2014

- Grew new business through expert implementation of website strategies, email blasts, customized landing site development, collateral creation, online ordering initiatives, page promotions through postcard campaigns, webinar design and execution, and follow-up contact to assess efficacy of promotional efforts.
- Coordinated the shift in developing marketing materials and collateral from external to internal resources, thus saving the company both time and money. Resulted in the elimination of at least one half-time graphic design employee and boosting of project turnaround time by at least 50%.
- Streamlined the firm's messaging function by utilizing innovative marketing techniques through the use of mobile sites, social media, interactive PDFs and unique printed marketing material.
- Through integrated social media utilization — including Twitter, YouTube, Facebook, LinkedIn — doubled the number of webinar registrations. New use of social media additionally led to the opening of a relationship with the CEO of a major client and smoothed the road to mutually beneficial communications.
- In the firm's role as a reseller of Dassault Systèmes PLM software, led a marketing campaign which won Dassault's "2013 Partner Marketing Excellence." The webinar successfully sold to 88% of those in attendance and resulted in achievement of the firm's yearly goal set by Dassault. Additionally, the Senior Manager, Channel Marketing, Head of VS North America Marketing at Dassault informed the firm that the partner campaign was their most successful ever. ANX has only met the Dassault sales goal twice historically, in 2012 and 2013, and both years were led by successful webinar and e-mail campaigns, producing considerable cash bonuses from Dassault.

Construction Communications/Building of America • Southfield, MI // Production Manager **2008 — 2010**

Acted as lead designer for 200+ page monthly magazine distributed both online and in print. Rebranded and redesigned the firm's web site, log, and marketing collateral, leading to an extended six months to one year of the publication's existence directly related to reduced costs of producing banner ads vs. print and by enabling a broader footprint from e-publication.

Highspots.com, Inc. • Charlotte, NC // Advertising Manager

2001 — 2004

Envisioned and executed a comprehensive marketing plan for a growing e-commerce company. Created DVD covers, postcards, programs, catalogs and ancillary print collateral.

Meridian • Troy, MI // Production Assistant

1999 — 2001

Managed production implementation for Super K-Mart circulars. Specific expertise included layout/pagination, image editing, file proofing, final edit, pre-press, and file transfer.

TECHNICAL SKILLS

- MS Office Suite (PC/MAC)
 - Scanning
 - Studio & event photography
 - Photoshop
 - HTML/CSS
 - SalesForce.com
 - InDesign
 - CMS updating
 - Pardot Marketing Automation
 - Illustrator
 - E-mail design & distribution
 - LeadPages
 - Dreamweaver
 - Google Analytics
 - Constant Contact
 - Muse
 - Google Adwords
 - Social media (Twitter, LinkedIn, Facebook, YouTube, Vimeo)
 - Pre-press
 - Retargeting
- Premiere Elements — video editing