

CHRISTIAN DAVIS

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MARKETING STRATEGY AND INNOVATION - PROGRAM MANAGEMENT

Dynamic and results-driven Marketing leader with successful 7+ year career in strategic planning, account-based marketing, multi-media marketing, new customer acquisitions, win-back, and lead generation and nurturing. Skilled in managing annual budgets of \$400k+ to target audiences on multiple platforms and deliver measurable results. Proven track record for success utilizing unique and creative marketing strategies and tactical leadership to identify new business opportunity and consistently meet revenue and pipeline goals with trackable ROI.

- ✓ *Multi-media, Field, Channel, and B2B Marketing*
- ✓ *Organizational Leadership and Program Management*
- ✓ *Marketing Campaign Development & Execution*
- ✓ *Lead Generation and Sales Pipeline Contribution*
- ✓ *Persuasive Communications, Negotiations & Media Buying*
- ✓ *Market Trends, Reporting, and Metrics Management*

HIGHLIGHTS

- **Delivered significant financial gains** through engaging and compelling content development.
- Business management skills include team leadership, innovation, time management, and prioritization.
- **Skilled in all aspects of marketing campaign development and management**, identifying and evaluating emerging trends, assessing business patterns and needs, and researching competitors.

PROFESSIONAL EXPERIENCE

Marketing Programs Manager, Field Marketing, Kofax, Irvine, CA 2016 to 2017

Leads innovative marketing plan development and execution; ensures alignment of marketing objectives and sales goals. Actively monitors and reports on campaign conversions and key performance metrics. Effectively researches, negotiates, and buys media; oversees nationwide tradeshow presence, communications, staffing, and logistics.

- **Generated \$500,000+ in revenue with a \$2,000 budget; led entire marketing program execution.**
- **Delivered \$750,000+ in pipeline revenue for Q1 and Q2, 2017.**
- **Successfully develops and executes 5+ lead-driving marketing programs per quarter.**

Marketing Manager, Sage, Irvine, CA 2014 to 2016

Led the development and execution of marketing strategy for Enterprise Resource Planning (ERP) customers across 10 product lines. Managed annual budgets of \$400k+; collaborated with cross-functional teams, agencies, and business partners; created engaging webcasts, drip marketing, events, websites, direct mail, and videos.

- **Responsible for multi-media campaign that drove \$1M in revenue within 1 month.**

Marketing Manager, Ingram Micro, Santa Ana, CA 2012 to 2013

Served as creative driver in within the ever-changing IT services market; effectively managed a \$2M+ annual marketing budget. Gained management and vendor buy-in; created and executed sales and reseller promotions and programs; managed email blasts, web, print, and social media marketing materials. Managed and presented quarterly ROI reporting for all vendors; delivered measurable improvements to sales.

- **Created compelling and engaging, multi-channel marketing plans for 10+ vendors.**
- **Developed and executed highly-reviewed nationwide reseller events.**
- **Achieved \$100,000+ in incremental sales within 1 year.**

Sales and Marketing Representative, McBain Systems, Simi Valley, CA 2011 to 2012

Strategically identified and capitalized on customer needs; effectively drove and managed all web-based leads. Managed product photos and inventory levels; developed web and product data sheet content.

Marketing Assistant, D-Link, Fountain Valley, CA 2010 to 2011

Conducted key product research and competitive analyses; compiled and presented results to marketing team; actively monitored budgets and content tracking for all marketing campaigns; created engaging content for blogs.

EDUCATION AND TECHNOLOGY

Bachelor of Arts, Communication and Advertising, California State University, Fullerton
Microsoft Office Suite, MS Dynamics CRM, Salesforce, SAP, Eloqua, Google Docs, One Drive