**Christopher R. Davis**

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<https://chrisdcreations.com/>, <https://www.linkedin.com/in/christopherrdavis1>

**EDUCATION**

Ohio State University Columbus, Ohio

B.A. in New Media and Communication Technology, Spring 2016 Minor in Business/Marketing

Member of The American Marketing Association – Detroit Chapter

**COMPUTER TECHNOLOGY AND SOFTWARE SKILLS**

* Hubspot, HootSuite, Facebook, LinkedIn, Instagram, and Twitter Management
* Google Ads, Google Analytics and Click Dimensions Certified
* Proficient with Adobe Creative Suite, HubSpot, ZoomInfo, SharePoint, Click Dimensions, Microsoft Dynamics, WordPress, Typo3, WIX, Mailchimp, Audacity
* Experience with Constant Contact, Salesforce, V Tiger, Air Table, Jostle, SEO tactics, Adobe After Effects
* Manage a YouTube channel and Podcast dedicated to pop culture entertainment

**RELEVANT WORK EXPERIENCE**

**SLM Solutions Wixom, Michigan**

Campaign Marketing Specialist December 2020 – Present

Digital Marketing Associate August 2019 – December 2020

* Support regional and global marketing efforts, including campaign support and creative execution
* Manage SEO and paid spend; interpret and report and digital performance and analytics
* Support social channel messaging on social platforms including LinkedIn, Twitter, Facebook, YouTube
* Manage the marketing tech stack (HubSpot, website management, Google Analytics)
* Manage CRM HubSpot, define proper email workflows to map to customer journey and create form fills
* Manage Creative including video and photo inventory, live demos, production and editing

**NEMO Health Southfield, Michigan**

Digital Marketing Associate June 2018 – August 2019

* Design, maintain and update WordPress website to align with company brand
* Track marketing results in Microsoft Dynamics CRM using Click Dimensions
* Produce software tutorial videos, product updates and Facebook live streams
* Implement social media, blogging and email marketing strategies to advertise and engage with clients

**Pam Perry Public Relations Detroit, Michigan**

Freelance Digital Marketing Assistant December 2017 – August 2019

* Photograph and videotape events for clients and edit media content for future use
* Assist with social media marketing projects

**Detroit Training Center Detroit, Michigan**

Social Media Coordinator and Multimedia Designer April 2017 - September 2017

* Develop Facebook, Instagram and Twitter posts and visual content using Hootsuite to increase company social media presence and recruit students
* Shoot and edit photo and video content for marketing purposes
* Design and develop print collateral materials and PowerPoint presentations for workshops and classes; research requirements and regulations for new courses offered at the center

**Warmilu, LLC/Ann Arbor Spark**  **Ann Arbor, Michigan**

Digital Marketing Specialist Intern June 2016 - August 2016

* Create and edit original video content to promote Warmilu's various products
* Integrate video content into Warmilu’s redesigned website

**Department of Education,** **Ohio State University**  **Columbus, OH**

Multimedia Assistant Aug 2014 - June 2016

* Develop, edit and transcribe video content for professor’s online classes
* Record and edit video for university events and guest speakers
* Use Photoshop to edit photos and post to university blog