



Digital Strategic Planning  
 Website design - HTML, CSS  
 WordPress  
 Social media strategies/advertising  
 Lead generation email list building  
 Landing pages, drip campaigns  
 Content production, SEO  
 Video production - blogging, TV  
 Podcasting & production  
 Mobile app development  
 Digital advertising, SEO, SEM, PPC  
 Digital ads - AdWords, Social Media  
 Google analytics  
 Salesforce CRM Administrator  
 Graphic design



Adobe Creative Suite  
 Premiere, Audition, AfterEffects,  
 Photoshop, InDesign, Illustrator,  
 DreamWeaver, Acrobat  
 OS - Keynote, Pages, Numbers  
 MS - PowerPoint, Word, Excel  
 Web based  
 Salesforce.com  
 Email marketing platforms  
 Pardot  
 WordPress



3rd Place 2014 International  
 iPhone Film Festival, Animation  
 Category



**Samford University** - B.A, English



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# Chris Davis

Versatile Marketing Creative

## EXPERIENCE

### Consultant

**Chris Davis Digital**, April 2016 – Present

Freelance digital marketing consultant focused on web design and digital marketing.

### Director of Integrated Communications, Fi Plan Partners

April 2007 – April 2016  
 Communications and digital marketing director for an independent investment and wealth management firm.

- Digital campaigns and strategies for client acquisition and retention
- Social media strategies, ads and management
- Designed and managed mobile friendly websites
- Content creation with SEO
- Produced weekly video blog, podcast, and eNewsletter
- Developed client mobile app for iOS and Android
- Customized and managed Salesforce.com CRM
- Integrated all marketing with Salesforce and Pardot
- Graphic design, print and digital ads

### Director of Integrated Communications/Consultant fiSMART

May 2007 – 2015  
 Created website, training manual, presentations, and digital marketing strategies for financial advisor training company

### Owner/Manager

**Big Mt. Coffee Co.**, July 2004 - July 2006

Concept and brand development. Marketing, website, HR, employee, quality and hospitality training and management.

### Owner, Musician

**Chris Davis Music**, August 1995 – June 2006

Solo artist/lead singer/guitar player with the Chris Davis Band. Toured the United States and Europe. Recorded 9 albums.

### Owner/Engineer

**Dog House Studios**, August 1997 – June 2006

24+ track digital recording studio