



Digital strategic planning
 BrandScript development
 Branding
 Graphic design
 Website design - HTML, CSS
 WordPress, eCommerce
 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



Adobe Creative Cloud
 Premiere, Audition, AfterEffects,
 Photoshop, InDesign, Illustrator,
 Acrobat
 OS - Keynote, Pages, Numbers
 MS - PowerPoint, Word, Excel
 Web based
 Salesforce.com | Pardot
 MailChimp | Constant Contact
 WordPress | Netsuite
 Bronto | FreshSales | LeadsBridge



Samford University - B.A, English



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Chris Davis

Versatile Digital Marketer

EXPERIENCE

Digital Marketing Coordinator

South Cypress, Oct. 2018 - August 2019

Directed and administered all marketing activity:

- Supported sales team with branded sales collateral, presentations, and email and social media marketing.
- Developed BrandScript for company message and branding.
- Website development and administration, graphic design, video production.
- Implemented new software technologies.

Digital Marketing Specialist

Chris Davis Digital, April 2016 – Present

Independent digital marketer and consultant focused on web design, content creation, social media, and email 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.