

# CHRISTOPHER J. CHUNG

## Marketing Executive & Sales Professional

(425) 344-4883 – chris@c2mktgsolutions.com

Results-oriented marketer with experience building effective strategic marketing plans and motivating small teams. I have worked with several small to mid-size companies and have a proven record of success growing businesses in a short time-frame. I specialize in PPC, Social Media campaigns, advertising copy, content management, and sales funnel optimization.

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### EXPERIENCE

**Director of Marketing & Community Outreach:** Coding Dojo (Bellevue, WA), 2014 – present

- Collaborated with Executive Team to build a comprehensive marketing plan. This marketing plan resulted in **revenue growth greater than 400% (\$4,500,000 increase)** during my first year of employment
- Negotiated Strategic Partnerships with Financing Partners, Government, Colleges and various corporations
- Built effective Social Media Campaigns
- Managed content calendar, brand positioning, and grew lead generation by 600%
- Created go-to-market strategy for 4 new Coding Dojo campuses, and 4 new product offerings
- Created Community Engagement plans to build brand awareness Nationwide
- Established a sales process that increased conversion rate by 25%
- Managed a \$25,000/month marketing budget
  - Used Google Analytics to determine most effective channels based on CPC, bounce rate, avg. duration, and ROI

**Managing Partner:** Twin Vision Activewear (Seattle, WA), 2014 – Present

- Created a marketing and distribution plan that **grew revenue from \$25,000 to greater than \$500,000 (20000% growth)**
- Increased distribution from 0 retailers to 51 including large corporations such as Nordstroms, Big 5, Macy's, LIDS, Zulily, and Amazon.com
- Managed Social Media Campaigns
- Established affiliate marketing partnerships with companies such as UW Cheer, Miami Heat Cheer, SDSU Cheer
- Worked with Overseas mfc, facilitated supply chain and **reduced cost by 35%**

**Chief of Sales:** Sleeve Up! (Seattle, WA), Jan, 2013 – Oct, 2013

- Successfully launched a company with a \$2000 budget

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### EDUCATION

**BACHELOR OF BUSINESS ADMINISTRATION – Marketing, Entrepreneurship & Finance:**

University of Washington (Seattle, WA), 2009 – 2014

GPA: 3.4

Relevant Courses:

- Finance: Financial Theory and Analysis, Options and Futures, Investments
- Marketing: Advertising, Product Management, Principles of Selling