

CHRIS TOWNSEND

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EXECUTIVE SUMMARY

Dynamic and strategic Marketing Director with 15+ years of progressive experience steering the marketing strategies of diverse organizations, ranging from startups to Fortune 500 companies. Proven track record of crafting and executing innovative marketing campaigns that bolster brand presence, catalyze customer engagement, and accelerate revenue growth. Expert in synthesizing traditional and digital marketing tools to dominate competitive landscapes.

CORE COMPETENCIES

Strategic Leadership - Omnichannel Campaign Management - Data-Driven Decision Making
Digital Transformation - Market Expansion & Penetration - Team Development & Mentorship
Multi-million Budget Oversight - Stakeholder Engagement - Cross-Functional Collaboration

WORK EXPERIENCE

Marketing Director - MedSuite, LLC, Knoxville, TN

12/2022 - present

Lead a comprehensive marketing program across a portfolio of SaaS companies, generating a 30% uptick in lead generation by harnessing SEO, SEM, and targeted social media strategies. Crafted content strategies focused on user pain points, driving enhanced digital engagement and customer journey experiences.

- o Championed data analytics and KPI tracking via HubSpot, optimizing campaign performance providing greater insight into KPI metrics..
- o Executed successful geographical market expansion by analyzing market gaps and crafting tailored entry strategies, resulting in a robust business development and a remarkable 30% market penetration in the first year, significantly boosting revenue.
- o Forged and managed pivotal relationships with outsourced firms, facilitating the delivery of high-quality marketing solutions that were closely aligned with internal objectives, enhancing overall marketing effectiveness and an increase in customer engagement metrics.
- o Innovated lead capture and nurturing tools, employing A/B testing, gated content, social media remarketing, and email marketing, which advanced the lead qualification process, enhancing lead quality and conversion rates.
- o Managed a marketing team of 4 members, effectively assigning projects, monitoring and evaluating performances, and setting clear goals and expectations, which fostered a culture of excellence and reinforced cross-departmental unity.
- o Collaborated with third-party vendors to strategically enhance our SEO and organic search presence, securing key search engine placements for numerous high-value keywords, which led to a significant 30% increase in organic leads.
- o Conducted comprehensive market research to accurately identify and define ideal customer profiles (ICP), leading to more targeted marketing strategies and improved alignment with customer needs.

Marketing Director - SASE Company, Knoxville, TN

04/2020 - 10/2022

Crafted a digital-first marketing strategy, delivering a 90% surge in lead generation and a direct contribution to \$12M in sales over two years. Managed a substantial budget and a diversified team, ensuring alignment with multi-channel sales efforts and brand objectives.

- o Spearheaded digital and traditional marketing initiatives by implementing a marketing automation system and orchestrating a multi-faceted digital marketing campaign—encompassing email, social media, and search engine marketing—alongside enhanced lead capture mechanisms on the website, culminating in heightened customer engagement and interest, and a significant increase in market share and customer base.
- o Coordinated and executed trade shows within a comprehensive annual budget of \$400K, resulting in the generation of \$10M in trackable sales annually, demonstrating exceptional ROI and strategic budget management.
- o Developed and implemented a comprehensive brand strategy, which involved articulating clear value propositions, identifying ideal customer profiles, and pinpointing new market entry points, culminating in enhanced customer engagement and an observable increase in the average sales amounts per customer.
- o Managed a dynamic team of 3 marketing professionals and effectively coordinated with numerous third-party vendors, leading to enhanced team productivity, successful execution of marketing campaigns, and strengthened vendor relationships.

Marketing Director - Diamatic, Inc., San Diego, CA

03/2017 - 01/2020

Developed a multi-faceted marketing strategy, propelling brand recognition and consumer education, thus fostering robust lead generation. Directed the launch of an e-commerce site, achieving a \$2M revenue increase.

- o Orchestrated a comprehensive lead generation-focused inbound marketing program, employing innovative digital marketing techniques and content strategies, which significantly bolstered sales, achieving a remarkable \$4M increase in its inaugural year.
- o Expertly coordinated and managed trade show presence on a strategic \$350K annual budget, which led to a substantial 30% increase in leads and directly contributed to driving over \$15 million in sales, underscoring the effectiveness of trade show engagement and marketing strategies.
- o Successfully managed and marketed a monthly customer hands-on training event, utilizing targeted promotional strategies and engaging digital marketing tools coupled with strategic partnerships, which significantly enhanced brand preference and awareness among participants.
- o Spearheaded the implementation of a customer-focused mobile app, incorporating intuitive user experience design and seamless integration with the ordering system, which significantly boosted user engagement and directly enhanced sales engagement.

Director of Marketing Communications - HTC, Inc., Knoxville, TN

02/2015 - 01/2017

Formulated and deployed a marketing strategy for the North American sector, significantly lifting brand preference and supporting the largest product launch in company history, resulting in an \$8M revenue increase.

- o Managed a dynamic marketing team and effectively allocated a \$3M budget, driving substantial sales growth through the deployment of innovative digital marketing tactics. These tactics included customer loyalty programs, educational content integration, and the implementation of automated discounts and

offers triggered by monthly sales metrics, resulting in a significant enhancement of both sales volume and customer engagement.

- o Spearheaded the largest product launch in company history, employing a multifaceted approach that included ABM targeted strategies, the development of secondary promotional sites, creative teaser content, strategic press engagements, a 12-city launch tour across the United States, and a grand trade show unveiling, resulting in unprecedented market penetration and brand visibility.
- o Played a pivotal role in the launch of the company's first e-commerce site, leveraging customer satisfaction surveys, focus groups, and in-depth analytics to inform and optimize the site's design and functionality, which resulted in a user-friendly shopping experience and positive customer feedback.
- o Orchestrated the launch of CRM and marketing automation tools, implementing a suite of strategies including comprehensive nurture campaigns, targeted brand awareness initiatives, and educational components, alongside the integration of lead scoring and customer loyalty scoring systems, which collectively enhanced customer engagement and loyalty, and streamlined the sales process.

Director of Marketing & Digital Initiatives - Appalachian Underwriters, Inc., Oak Ridge, TN *03/2013 - 01/2015*

Engineered and executed a turnaround marketing strategy, revitalizing the brand and amplifying agent appointments by 18%. Served as the lead web developer, enhancing online presence and sales infrastructure.

- o Ignited a dramatic 50% expansion in the company's email marketing efforts, employing innovative content strategies and targeted segmentation, which significantly impacted the company's sales trajectory, contributing to a notable increase in lead conversion and revenue generation.
- o Effectively managed a diverse portfolio of 12 different brands under one corporate umbrella, employing tailored marketing strategies and leveraging cross-brand synergies, which resulted in enhanced brand cohesion, increased market presence, and significant growth in overall brand equity.
- o Collaborated cross-departmentally to develop engaging front-end user experiences for a multitude of online applications, utilizing user-centered design principles and agile methodologies, which resulted in significantly improved user satisfaction and increased engagement across platforms.

Vice President of Digital Programs - MediaBlox., Knoxville, TN

01/2011 - 11/2013

Orchestrated the development and launch of a new division, guiding it to an impressive \$8M in revenue within two years. Oversaw operational staff and developed innovative digital marketing campaigns for a diverse client base.

- o Conducted extensive market research to meticulously analyze the competitive landscape, green space, and white space within the market. This included evaluating potential points of entry, diverse product offerings, varied pricing models, and a comprehensive market needs analysis, culminating in the strategic positioning of the company for an optimal launch, ensuring a robust and well-informed market entry strategy.
- o Effectively managed and enhanced the capabilities of an operational staff of 6 through meticulous hiring, training, and performance evaluations, while also leading a sales team of 12, providing continuous feedback and direction, and personally spearheading sales calls, which collectively improved operational efficiency and significantly boosted sales performance.
- o Skillfully managed and maintained comprehensive budgets and P&L statements, employing strategic cost-saving measures, which resulted in enhanced financial accuracy, improved cost efficiency, and contributed to the overall financial health of the organization.

EDUCATION

Bachelor Degree - University of Tennessee, Knoxville, TN

TECHNICAL SKILLS

- **Marketing Strategy and Campaign Management:** Including digital marketing, branding, positioning, and product marketing.
- **Data-Driven Decision Making:** Proficient in data analysis, analytics, and market research.
- **Financial and Project Oversight:** Skilled in budget management and project management.
- **Customer Engagement:** Expertise in customer relationship management (CRM) and sales enablement.
- **Content and Advertising:** Adept in content creation, management, and advertising.
- **Technical and Automation Skills:** Competent in marketing automation and various technical software.