

Chris Brummer

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Education

University of Nevada, Reno

May 2013

Bachelors of Art, International Affairs

- Political Violence and Terrorism
- Economic Development
- Middle East and North Africa Studies

Skills

- All major ad manager platforms including Google, Facebook, Twitter, LinkedIn and Programmatic
- CRM Architecture and Implementation
- Hubspot (All Products, Enterprise)
- Technical Automations and Integrations
- Google Analytics
- Google Tag Manager
- Front-End Web Development (HTML, CSS & Vanilla JS)
- Google Optimize
- UX/UI Design
- Conversion Rate Optimization (CRO)
- Search Engine Optimization (SEO)
- Hotjar & Crazy Egg

Professional Experience

KPS3 | Marketing Agency

April 2021 - Jan 2022

Director of Search and Digital Media

- Headed search and digital media efforts for one of the agency's interdisciplinary teams.
- Supervised and reviewed digital specialist work prior to publishing of campaigns and media measurement.
- Implemented analytics and CRM tracking for new clients/new website properties.
- Planned, initiated and measured paid media strategies.
- Researched, evaluated and recommended user experience (UX) optimizations
- Programmed advanced javascript event tracking to record primary and secondary KPIs on new and pre-existing landing pages and client websites including advanced CRM form tracking in Google Analytics.
- Reported KPIs monthly and bi-weekly to account and client stakeholders.
- Built and monitored national and international ad campaigns on all major ad platforms for large portfolio companies including SAAS and Cryptocurrencies.

Nutrient | Ecommerce Brands

Nov 8, 2019 - Feb 2021

Digital Director

- Ran and monitored effective, ROAS positive campaigns across Google, Facebook and Email.
- Increased LTV:CAC ratio for our subscription channel.
- Structured and systematized internal IT policies and procedures for a 30 person company
- Spearheaded the design and development of e-commerce storefronts, integrations into third-party warehouse systems including ERP and fulfillment solutions.
- Restructured the CRM to produce more informed and actionable data.
- Evaluated and consolidated company software saving over \$60,000/year in unused or under-utilized software.
- Advised and instructed new and current employees on the use of CRM and storefront tools.
- Built, executed and measured weekly A/B/n tests to enhance and optimize conversion funnels and user experience across websites and customer service experiences.
- Introduced enhanced ecommerce measurement techniques and built out end-to-end analytics schema and reports of leadership, sales, warehouse and marketing teams.
- Negotiated vendor services for IT to reduce costs
- Developed, Introduced and Trained employees on the use of product management software and systemized the method and tracking of work across the organization.

The Abbi Agency | Agency

July 5, 2017 - Nov. 2019

Digital Strategist, Digital Marketing

- Researched, designed and executed interdisciplinary digital marketing strategies
- Conceptualized, established and facilitated the creation of an agency-wide project management system.
- Advocated, planned and facilitated best practices for digital analytics including Google Analytics and Google Tag Manager
- Scoped and established tracking and timelines for new websites and analytics projects.
- Designed and produced monthly and bi-weekly reports enhancing account and client understandings of campaign performance.

Certifications

Google Ads Search Certification

Advanced Google Analytics Certification

Hubspot Inbound Certification

Hubspot Agency Partner Certification

Hubspot Marketing Software Certification

Professional References

Bob Whitefield

(775) 450-5391

VP, Growth Marketing, KPS3

Michael Leonardini

(916) 316-8720

Creative Director, KPS3

Dana Beck

(917) 349-0839

CEO, Nutrient Foods, LLC