

Christine Yates

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Marketing Strategist

Strategic and analytic thinker with superior problem solving skills and leadership acumen. Able to identify and overcome marketing challenges, analyze and optimize brand messaging and customer experience, and produce solutions that build brands and make sales. Highly capable leader and communicator with experience building and leading teams, as well as directly interfacing with technology teams, VPs, CEOs, and business owners.

Professional Experience

Marketing Strategist – February 2017 - Present

[Accolo Inc., Dallas, TX](#)

Recruited to turn around under-performing marketing department with accountability for overall marketing strategy, performance, campaign creation and management, target identification, lead generation, and strategic planning.

- Implemented inbound marketing strategy: 642% increase in website traffic, 143% increase in social media engagement, and 143% increase in leads.
- Designed and supervised company re-branding strategy, including website remodel, content strategy, and email campaign strategy.
- Worked with sales team to refine sales strategy: defining life-cycle, buyer personas, and sales criteria, sales team follow-up, campaign strategy, and prospect education, and prospect nurturing.

Marketing Consultant - February 2016 – February 2017

Provided marketing expertise and consulting to a variety of small businesses and marketing agencies, including previous employer. Consulting included: generation, marketing automation, campaign strategy, inbound marketing, social media strategy, new customer acquisition, marketing analysis, and project management.

Marketing Manager - February 2015 - February 2016

[Razberi Technologies Inc., Farmers Branch, TX](#)

- Executed marketing automation & Salesforce implementation that resulted in 150% revenue increase.
- Achieved 64.8% website traffic increase, 294% lead growth, and increased social media interactions by 154%.
- Launched email campaigns with average landing page conversion rates of 52% for client database & 19% for new subscribers.

Marketing Consultant - January 2013 - February 2015

Areas of consulting and project management include: marketing creatives, content, SEO, keyword research, email campaigns, inbound marketing, marketing automation, copywriting, audio/video scripts, social media marketing and management, competitive market analysis, and marketing analytics.

Marketing Manager and Co-Owner - March 1997 - December 2012

[TruSite Inc., La Grange, KY](#)

Designed, implemented, and managed marketing campaigns for a variety of information products sold B2C and B2B. Executed market research, product development, branding, product creation, and marketing campaigns.

Education

- BS in Liberal Arts from Excelsior College in Albany, NY in 1997
- AAS in Management from Community College of the Air Force in 1993

Professional Skills

- Strategic Planning & Problem Solving
- Marketing Strategy
- Team Building, Collaboration & Leadership
- Project Management
- Social Media Marketing Strategy: LinkedIn, Facebook, Twitter, Instagram, Instagram, Youtube, Google+
- Web Analytics
- Lead Generation/Landing Page Design
- Multivariate and A/B Testing
- Marketing Automation: Hubspot, Marketo, Pardot, ActiveCampaign, etc.
- Inbound Marketing Strategy
- Campaign Strategy & Development
- Channel Marketing
- SEO & SEM
- Email Marketing
- Ecommerce
- Content Marketing Strategy & Copywriting
- Paid Search & Social Media Advertising
- CRM Integration & Management: Salesforce
- Affiliate Marketing Strategy
- Budget Management
- Sales Strategy

Technical Skills

Software: Photoshop, Microsoft Office, screen recording/video, audio editing, HTML, CSS, Dreamweaver, Illustrator, InDesign. Mac & PC.

Web/Media: Google Analytics, Paid Search Software, Autoresponders, CMS, FTP, Video/Audio, Google Adwords & Adsense, Social Media Platforms, Analytics Software, keyword tools, Sales Force, Marketing Automation software