

Chris Sigfrids

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Education

Colorado State University - Fort Collins, Colo.

-B.A. in Technical Journalism with an emphasis in Marketing, Public Relations and Business

Experience

Penton Media - *Online Product Development & Marketing Manager* - Loveland, Colo. **Feb. 2007-Present**

- Increased online sales by 200—and in some places 500%—within the first three months
- Designed and led the development and launch of a custom HTML e-newsletter builder for user group leaders. Estimated ad sales, leads, and circulation estimated to bring in \$650,000 in the first 12 months
- Responsible for research, planning and implementation of new programs aimed at increasing sales, driving web traffic, and improving reader satisfaction
- Special focus on international relations and increasing sales in EMEA
- Responsible for creating booth materials, displays, and overall booth layout and design. Travel to four to six shows each year to manage the booth and coordinate marketing efforts.
- Work closely with sales to maximize profits of existing products and programs as well as uncover new opportunities

Group Publishing - *Corporate Marketing & PR Manager* - Loveland, Colo. **June 2004-Feb. 2007**

- Developed “Group’s Flipper” — a custom, web-based collaboration tool that will save company an estimated \$500,000 to \$1,000,000 in the first year of implementation
- Planned and launched successful PR campaign for *Friendship-Creating a Culture of Connectivity in Your Church*. More than 35 media outlets published stories that resulted in 10,000,000+ positive impressions.
- Developed relationships with editors, authors, and media outlets. Created and managed author and media outlet database.
- Team lead on a reality TV style video called *Group’s Ministry Makeover*. Instrumental in product development, product packaging, production, script writing, marketing and PR.
- Responsible for conceiving and copywriting direct mail, e-newsletters, radio promotions, and print catalogs. Managed the database that housed all our archived copy for use in catalogs and mailings.
- Project manager responsible for corporate marketing initiatives including Group’s Community Service Awards, Group’s Give Back program, and www.group.com

JAX Outdoor Gear - *Online Marketing Manager/Developer* - Fort Collins, Colo. **July 2003-June 2004**

- Responsible for branding, concept, design and development of three websites
- Thrust JAX into the number one spot on Google for dozens of key word searches
- Developed e-commerce store from the ground up with an estimated 500% growth in the first year
- Coordinated with department managers to best market their products online and in print
- Designed print ads and fliers for newspapers and in-store promotions
- Took pictures for ads and web

More experience, work-related experience, interests and volunteer work continued on next page...

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Experience (continued)

Dick's Sporting Goods - *Retail Manager* - Cincinnati, Ohio **Feb. 1999-Feb. 2000**

- Managed footwear department (includes hunting boots, rollerblades and ice skates)
- Designed and printed in-store promotions and displays

College Jobs

June 1995-May 2003

- SolarGlass Window & Door (Fort Collins, CO) - *Delivery Driver* - April 2000 - May 2003
- Anthem Insurance (Mason, OH) - *Database Marketing Associate* - October 1999 - April 2000
- Woodmen Homes (Mason, OH) - *Carpenter/Craftsman* - October 1998 - October 1999
- Bud Jones Landscaping (Mason, OH) - *Landscaper* - April 1998 - October 1998
- Hope Church (Mason, OH) - *Youth Ministry Intern & Skate Park Leader* - June 1996 - April 2000
- YMCA of the Rockies (Estes Park, CO) - *Laundry Attendant* - June 1995 - June 1996

All About Sports - *Retail Specialist* - Mason, Ohio

Sept. 1993-May 1995

- Most experienced and knowledgeable salesman on staff

Work-Related Skills

- Goal-driven leader who develops a productive atmosphere and confidently motivates and coaches team members to achieve high standards
- Motivated team player driven by new challenges and opportunities
- Innovative problem-solver who generates creative solutions and provokes new ideas
- Exceptional listener and communicator; effective both verbally and in writing
- Highly analytical thinker with demonstrated success for improving intricate work processes
- Computer and tech-savvy performer with widespread software skills including: Office 2007, Vista, Dreamweaver, Flash, Fireworks, PhotoShop, InDesign, Illustrator, and Filemaker Pro
- Excellent presentation skills
- Strong networking skills

Interests

- Elk hunting & target shooting
- Nature photography
- International travel
- Snow sports: snowboarding, skiing, snowshoeing
- Off-roading & Land Cruisers
- Back-country camping
- Reading
- Chess
- Home remodeling
- Lodgepole pine furniture making

Volunteer Work

Group Workcamps - Managed high school work projects - Summer 2001, 2003, 2005 and 2006

Seeds Skate Park - Built, staffed and managed non-profit skate park - 1996 to 2000