



# CHRISTOPHER POTTER



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## QUALIFICATIONS SUMMARY

Marketing problem solver with over 15 years of experience. An omnichannel campaign expert driving sales and impressions with projects ranging in size from low-cost to large-scale multi-million dollar campaigns. Exceptional at, but not limited to:

- Product Management & New Product Development
- Traditional Advertising & Media Buying
- Digital & Content Marketing
- eCommerce Strategy & Development
- PR/Influencer Development
- Marketing Automation & Lead Generation
- Market Mapping & Brand Strategy
- Process Improvement

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### INTERNATIONAL SOS CORPORATION | PHOENIX, AZ

2016 - PRESENT

#### Digital Marketing Manager | MedAire Worldwide

2018 - PRESENT

Report to the VP of Marketing working closely with the Digital Core Team and senior/cross-functional teams globally to align on strategic goals by region. Subject matter expert for digital content, Eloqua, Seismic, Salesforce, analytics and other digital sales/marketing tools. Honored with the *CEO Award* in 2018.

- Improved website lead generation process capturing **\$1.8M** in opportunity and over **\$600K** in incremental sales annually.
- Lead successful marketing automation campaigns delivering **\$6.9M** in opportunity annually.
- Introduced several sales enablement tool integrations including Seismic, PFL SwagIQ and SmartSheet.

#### Global Marketing Communications Manager | Business Aviation

2016 - 2018

Reported to the VP of Marketing with responsibility for top-down strategy, design and execution of all marketing initiatives for the business aviation market including marketing automation, digital campaigns, public relations, tradeshow printed collateral.

- Developed a strategy to support double-digit year over year growth in sales with integrated marketing campaigns delivering over **\$9M** in opportunity and **\$4M** in new business.
- Improved process and quality of client welcome collateral to align with the lifestyle of the private aviation client.
- Designed and implemented elevated rebranding to support the premium quality and class of the clientele.

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### ESSELTE CORPORATION | SCOTTSDALE, AZ

2007-2015

#### Marketing Communications Manager | North America

2015

Reported to President of North America, responsible for managing a broad range of activities including advertising, media buying, public relations, social media, eCommerce, digital outdoor, lead generation, content management and promotions for four brand websites - Leitz, Rapid and Xyron. Managed a team of 4-6 marketing support and design staff.

- Launched wide-scale influencer campaign gaining over **100M** impressions creating new content and partnerships in both paid and editorial placements.
- Improved bounce rate, clicks per visit and time on site metrics by over **30%** from prior year after introducing better content and redesigned landing pages for PPC campaigns.
- Lead Amazon Marketing Group campaigns on mobile and desktop WITH supplementary PPC advertising through Amazon Marketing Services resulting in **360%** increase in sales and **780%** increase in *brand halo* sales.
- Improved ecommerce sales by **200%** over the prior year with promotions and PPC campaigns for products with limited retail availability.

**Brand Manager | North America**

2013 - 2015

Reported to President of North America, managing a team of 6, responsible for all marketing activities (product, price, promotion, placement), competitive market analysis as well as serving as the internal owner and primary spokesperson for all items within the Leitz and Rapid brand product portfolio. Managed ecommerce promotions, campaigns, and content for brand websites.

- ⦿ Delivered incremental sales growth by introducing the German brand Leitz to the North American market with **100** SKUs of mobile accessories and label printing products which were widely available across retail and commercial channels.
- ⦿ Achieved an increase in Rapid brand sales by **18%** and sell-through by **47%** at accounts through improved messaging and advanced training for inside sales teams. [**\$6.7MM Gross Sales**]
- ⦿ Represented all product in customer meetings, providing the buyer with research and collateral to gain placement at national accounts (Staples, Office Max, Office Depot, Wal-Mart, Target, Essendant, SP Richards)
- ⦿ Rationalized SKU lifecycle and improve sell-through across all customers, focusing more sales into more reliable products. SKU count reduced by **25%** to drive increases in remaining SKUs by **15%** while still growing against the prior year.

**Media Relations Manager | Xyron Worldwide**

2011 - 2013

Reported to VP of Sales and Marketing, charged with monitoring brand publicity to ensure positive representation. Built and maintained relationships with outside agencies, industry associations, and media representatives keeping products top of mind for influencers across the industry. Named one of *5 Industry Professionals to Watch* by the Craft Hobby Association.

- ⦿ Built a successful Social Media platform across relevant channels positioning Xyron among the top social companies in the industry with a total addressable audience over **250K**.
- ⦿ Delivered follower growth of **225%** and engagement of **800%** on Facebook, YouTube Pinterest and other social platforms.
- ⦿ Secured National editorial coverage of core products in Family Circle, Readymade, Martha Stewart Living, CBS Early Show, and The Martha Stewart Show.
- ⦿ Formed relationship with MakerFaire to bring the product to a new consumer channel landing top level sponsorship which was highly successful for Xyron to gain placement with national retailers.

**Product Manager & Web Marketing Manager | Xyron Worldwide**

2008 - 2011

Reported to Global Product and Marketing Director, built strategy for brand and product advertising, as well as develop related materials with Marketing Services. Managed the Graphic Services Department - a team of 3 designers - including art direction, traffic management, photoshoots, video production, graphic design projects and web development.

- ⦿ Invented and patented a glue stick from that gained immediate distribution in **5,000** stores, including **3,500** Wal-Mart stores. [**US Patent - US20130195538 A1**]
- ⦿ Grew category sales **40%** by opening new channels and customizing products for key customers to combine Xyron's marketing efforts with customers at no additional development cost.
- ⦿ Restructured Xyron network marketing division by introducing ecommerce; efforts resulted in bringing a cash flow negative division to cash flow positive.
- ⦿ Redefined production processes and increased productivity in Marketing Services by **430%** over the prior year, resulting in a savings of over **\$50K** spent on agency services.

**Webmaster | Xyron Worldwide**

2007 - 2008

**EDUCATION & RELEVANT SKILLS**

**University of Wisconsin-Madison | BA Journalism and Mass Communications: Strategic Communications**

**Advanced Proficiency:** HTML, CSS, Adobe Creative Suite, Microsoft Office, Salesforce, Eloqua, Seismic, Marketo

**Intermediate Proficiency:** Visual Basic, Microsoft SQL, JavaScript, EpiServer, Microsoft Dynamics (Axapta), WordPress.