



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 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
- Martech Stack Management

INTERNATIONAL SOS CORPORATION | PHOENIX, AZ

2016 - PRESENT

Digital Marketing Manager | Aviation & Maritime

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 lead generation process capturing over **\$1.4M** in closed business and delivering **\$6.9M** in opportunity annually.
- Implemented additional analytics tools [Oktopost, ZoomInfo, Mixpanel, FullStory] and analysis tools [PowerBI & Flourish] to improve lead quality, marketing processes and UI.
- Introduced several sales enablement tool integrations, including: Seismic, Tactile Marketing Automation, Eloqua Sales Tools, ZoomInfo 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 and 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 client welcome experience aligned with the lifestyle of the private aviation clients.
- Designed and implemented elevated rebranding to support the premium quality and class of the clientele.

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 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%** for products with limited retail availability using promotions and PPC campaigns.

Brand Manager | North America

2013 - 2015

Reported to President of North America, managed a team of six, responsible for all marketing activities (product, price, promotion, placement), competitive market analysis, and served 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 all 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 widely available across retail and commercial channels.
- ⦿ Increased Rapid brand sales by **18%** and sell-through by **47%** at accounts through improved messaging and advanced training for inside sales teams. **\$6.7M Gross Sales**
- ⦿ Served as SME for products 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]
- ⦿ Focused sales to more reliable products, which improved sell-through across all customers - reducing the SKU count by **25%** drove increases in remaining SKUs by **28%**.

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 of more than **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*.
- ⦿ Established 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, and developed related materials with Marketing Services. Managed a team of 3 designers which included art direction, traffic management, photoshoots, video production, graphic design projects and web development.

- ⦿ Invented and patented a glue stick which gained immediate distribution in **5,000** stores, including **3,500** Wal-Mart stores. **[US Patent - US20130195538 A1]**
- ⦿ Grew sales by **40%** using new distribution channels and by customizing products for key customers to combine marketing efforts with customers while incurring no additional development cost.
- ⦿ Restructured Xyron's 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 over **\$50K** saved on inefficiently managed 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 (PowerUser), Eloqua (Certified), Seismic (Certified), Marketo, ZoomInfo (Certified), SmartSheet, PowerBI (Certified), Mixpanel, WordPress, Sitefinity, EpiServer

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