



Christopher Foster

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 248.933.6235

 Pinehurst, NC

SKILLS

- Digital Marketing
- SEO Optimization Strategies
- Google Analytics & Data Analysis
- Social Media Management
- Website Design & Development
- Campaign Management
- Content Creation
- Copywriting
- Email Campaign Planning & Execution
- Microsoft Office
- Adobe Creative Suite
- Email Marketing
- Marketing Campaigns
- Sales & Business Development
- Collaborative Team Leadership Style
- Negotiation
- E-Commerce Management
- Marketing Automation
- Cross-Channel Marketing
- Advertising
- Graphic Design
- Video Production & Editing

EDUCATION

Oakland University
Rochester Hills, MI
Bachelor Of Arts:
Communications

Specs@LTU
Southfield, MI
Technical Degree:
Broadcasting and Media Arts

PROFESSIONAL SUMMARY

Accomplished marketing executive with nearly two decades of experience driving brand growth through digital innovation. Expert in crafting compelling online experiences, I excel in strategies that enhance visibility, engage audiences, and achieve business objectives. With a proven track record in leading high-performing teams and leveraging the latest in SEO, PPC, and website optimization, I am poised to deliver transformative results for ambitious organizations.

WORK HISTORY

Director of Marketing
Pinehurst Coins & Modern Coin Mart
Pinehurst, NC • 8/2024 – 12/2024

Responsible for leading and executing the company's marketing strategies to enhance brand awareness, drive sales, and procure customer loyalty and acquisition. Develop and implement comprehensive marketing plans and campaigns. Oversight of social media, digital marketing, and advertising efforts. Collaborate with cross-functional teams to ensure brand consistency. Responsible for analyzing market trends and customer data to inform marketing decisions, content creation, including website updates, blog posts, and promotional materials. Measure and report on the effectiveness of PPC and SEO marketing campaigns. Solidify relationships with key stakeholders and trade partners.

- Increased Walmart online revenue by 250% in October
- Elevated Pinehurst Coins and Modern Coin Mart sales by 12%
- Doubled open & click rates in our email marketing campaigns.

Sr. Marketing Specialist
Commercial Contracting Corporation
Auburn Hills, MI • 12/2017 - 04/2024

Spearheaded the annual client satisfaction survey initiative, devising and executing innovative strategies to meet ISO standards. Oversaw the collection and analysis of critical data from suppliers and both automotive and non-automotive clients, resulting in a remarkable 20% increase in client satisfaction scores.

Executed a diverse range of responsibilities including proposal creation, website design and management, social media content creation, email marketing, digital campaigns and graphic design. Led a multifaceted approach, resulting in a 25% increase in website engagement metrics.

Qualifications and Proposals Management: Designed, organized, composed, and managed RFQ's, RFP's, pre-qualifications, proposals, and presentations, resulting in a 40% increase in proposal submission efficiency.

CERTIFICATIONS/TRAINING

- Google Ads Certification
- WordPress Certified
- Bing Ads Certification
- Driver's Chauffer License

PORTFOLIOS | PROFILES

- [linkedin.com/in/chrisfoster1968](https://www.linkedin.com/in/chrisfoster1968)
- fosdog.com/websites

Freelance FosDog Marketing

Lake Orion, MI, West End, NC • 7/2012 – 1/2025

Create comprehensive marketing strategies and digital solutions tailored to the unique needs of each client. The approach involves a deep dive into brand identity, market segmentation, and targeted messaging to ensure that every campaign resonates with the intended audience. With a passion for crafting engaging online experiences, Commitment to staying abreast of the latest trends allows the delivery of innovative and effective marketing solutions.

Developed and implemented the Local Search Rover, enabling businesses to capitalize on dozens of available local search directories such as Google My Business, Yelp, and Bing. Resulted in a 40% increase in online visibility and a 25% boost in customer engagement within the first six months.

Spearheaded FosDog's Virtual Small Business Marketing Department, devising innovative marketing strategies that moved clients to the top of local search engines. Achieved a 50% increase in website traffic and a 35% rise in customer acquisition.

Led efforts to gain and retain customer loyalty through comprehensive social media management. Resulted in a 70% increase in social media engagement and a 50% growth in follower base across various platforms.

Implemented website optimization SEO techniques; accurate title tags, header tags, metadata, and keywords. Improved clients search engine rankings and organic website traffic and a 30% rise in conversion rates.

Leveraged status as a Google AdWords Partner to develop and execute pay-per-click strategies through digital search marketing techniques.

Business Development Specialist Hibu Media

1/2014 – 7/2015

King of Prussia, Pennsylvania, United States · Remote

Excelled in driving business growth by helping small businesses succeed through tailored digital marketing solutions. Demonstrated expertise in developing consultative sales approaches, building long-term client relationships, and becoming a digital marketing expert. Proven ability to work within diverse industries, achieving high levels of customer satisfaction and business success. Recognized for top performance through uncapped commissions, bonuses, and ongoing incentives.

Marketing Director Art Van Furniture

Warren, MI • 05/2004 - 01/2014

Demonstrated proven leadership skills by spearheading a diverse team of 15 marketers, steering the creation and implementation of innovative marketing strategies. Attained exceptional outcomes through synergistic leadership and strategic foresight, resulting in a 35% increase in team productivity.

Orchestrated impactful brand management initiatives, capitalizing on inventive campaigns, events, and a robust digital footprint. Persistently refreshed the company website, social media channels, brochures, presentations, newsletters, press releases, and PR campaigns. This diligence yielded an impressive 80% boost in brand visibility and recognition. Cultivated seamless cooperation and collaboration across cross-functional teams, integrating marketing efforts with sales and advertising functions in a harmonious manner. This collaborative approach enhanced impact and ensured cohesive messaging, leading to a 25% improvement in interdepartmental communication efficiency.

Regularly managed ad buys across local print, TV, and radio platforms with strategic precision, amplifying sales and elevating brand awareness. Realized targeted objectives in a dynamic retail environment, resulting in a 30% increase in ad conversion rates.

Consistently delivered results-oriented goals in a fast-paced, highly competitive retail sales environment, driving a 20% increase in overall sales performance.