



## Chris Allis

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### Profile

#### OVERVIEW OF RELEVANT SKILLS

- Utilize Tools: Expertise with Slack, HubSpot, Marketo, WordPress, Event Software (Cvent), Google Suite, and Adobe Suite. Email drip campaigns, workflows, newsletters, ABM, direct mail
- Email Marketing: Support drafting marketing emails and manage email schedules
- Social Marketing: Team support on social media marketing efforts by creating simple social media ads, illustrator, responsive design
- Copywriting and Design: Demonstrate solid copywriting skills for various marketing materials and possess basic design skills
- Event marketing
- Sponsorship Marketing: Collaborate with the B2B marketing lead on email campaigns

#### OPTIMAL HEALTHCARE SOLUTIONS - B2B 01/24 - PRESENT - PART-TIME

- Marketing strategy development
- Email drip campaigns, workflows, newsletters, ABM, direct mail
- Event planning and execution
- Facebook Group marketing, LinkedIn campaigns
- Website Redesign
- SEO and content audit and new execution

#### DIGITAL MARKETING HUBSPOT B2B CONSULTING CONTRACT 01/2023 - 01/24

- B2B program management, campaign and workflow planning, and execution
- Sales process documentation, sales support, sales team dashboard recommendations, and design
- Database management, list segmentation, Ads integration, GA4 reporting set-up
- Testing, analytics, and reporting set-up
- Clients include U S Soybean Association, Bedheads Landscaping, Choozle

#### SENIOR HUBSPOT MARKETING SPECIALIST B2B, ARROW ELECTRONICS - 05/2022 - 12/2022

- Contracted to complete the marketing/sales migration from Marketo CRM to HubSpot
- B2B campaign and workflow planning and execution

- Managed development of B2B creative assets
- Sales process documentation, sales sequence recommendations, sales team dashboard recommendations, and design
- Database management, list segmentation, Ads integration, personalization
- Testing, analytics, and reporting

#### **MARKETING MANAGER, ECOMARK SOLAR B2B AND B2C 02/2021 - 04/2022**

- Hired to drive growth with a comprehensive multi-channel marketing strategy - SEO/SEM, PPC, social, content, website development, email, marketing automation, webinars, and events
- Developed reporting and analytics to track KPIs, discover insights, and understand the buyer journey
- Developed strategic relationship with Drive Electric Colorado to present webinars and community events - email campaign increased webinar attendance and webinar views by 42%
- Developed weekly email marketing campaigns for product and content promotion - average 16% response - Developed marketing automation workflows for crucial conversion points in the buyer journey - increased appointment reschedules by 28% - hired SEO/SEM vendor
- Developed, project-managed, and launched a new website - increased page views by 18.7%
- Set up social publishing and monitoring dashboard and performance reporting tool for five social platforms - grew Facebook impressions by 33%, Instagram impressions by 67%, Twitter followers by 330%, and LinkedIn followers by 405%

#### **RENEWABLE ENERGY AND ENERGY EFFICIENCY MARKETING CONSULTANT - HUBSPOT PARTNER CUMULATE MARKETING JAN 2016 - MAY 2021**

- Sold and Onboarded new HubSpot Customer Relationship Management Software
- Planned and executed campaigns, including optimized blogs, emails, e-books, videos, landing pages, forms, CTAs, A/B testing, segmentation and personalization, workflows, lead nurturing, and drip campaigns.

#### **EDUCATION/CERTIFICATIONS AND SKILLS/VOLUNTEER WORK**

- Master of Arts, Marketing Communications, Roosevelt University and Bachelor of Arts, Business Administration, Colorado State University
- HubSpot Certifications: Content, Marketing, Email, Inbound, Sales, Marketing
- Digital Marketing Certificate - University of Denver

- WordPress, ADOBE Creative Suite, Google Analytics, Google Ads, Facebook Business, Excel, PP, Word, Asana, Smart Sheets, PMI Project Management Cert.
- Board Member of the Energy Efficiency Business Coalition
- Volunteer at National Renewable Energy Laboratory - Tour Guide, Newsletter

**Website samples: <https://www.cumulatemarketing.com/>**

**LinkedIn: <https://www.linkedin.com/in/chrisallisgrowthmarketer>**