

CHRIS AMES

E: chris.ames402@gmail.com | P: (402) 350-3510

W: www.ChrisRAmes.com | LI: [LinkedIn.com/in/ChrisAmes47](https://www.linkedin.com/in/ChrisAmes47)

PROFILE

- ▶ A lifelong learner & influential teammate with resolute values. I love leading & motivating a team to attack problems with thorough analysis, innovative ideas, & hustle, communicating effectively to forge relationships & create positive change.

EXPERIENCE

City+Ventures | *Brand Marketing Manager* | Omaha, NE | Aug. 2020 - Present

- ▶ Managed communications & marketing strategy for Nine Zero Properties - 7 residential & commercial property brands
- ▶ Hired two Marketing Coordinators, mentoring each to leverage their specialized skills to support campaigns & strategy
- ▶ Resident acquisition strategy elevated occupancy from 61% to 99%; awarded 2021 AAN Best Marketing Team
- ▶ Acted as a key advisor to executive leadership as sole marketing expert, consulting on crucial projects & new brands
- ▶ Concentrated on building brand foundations - lead acquisition funnel, photo/video content, social media strategy, websites & landing pages, SEO & SEM, reporting, CRM implementation, collateral & signage, reputation management
- ▶ Curated brand development for 3 Dead Presidents Group restaurants; crafted successful multi-channel opening strategy

Topgolf | *Marketing Manager* | Omaha, NE | Jan. 2020 - May 2020 | COVID-19: Marketing roles eliminated nationally

- ▶ Secured key partnerships with local chambers, professional & collegiate sports teams, & well-known area businesses
- ▶ Created comprehensive multi-channel market entry strategy; achieved 783% growth in social media followers
- ▶ Orchestrated brand presence at key large-scale events, breaking company records with outreach lead generation efforts

Software Technology, LLC | *Marketing Coordinator - Kurent & Tabs3* | Lincoln, NE | June 2017 - Jan. 2020

- ▶ Sales & marketing decision maker & leader for Kurent; created brand identity & designed over 80 web & landing pages
- ▶ Consistently exceeded goals: 41% MoM growth in users & 36% in leads, 16% website conv. rate, 23% email click rate
- ▶ Implemented multi-channel feature & discount campaigns; designed ads & physical materials; created automated reports
- ▶ Formulated new lead follow-up strategy with automated emails, robust sales contact procedures, & detailed flowcharts

Spreetail | *Customer Experience Business Analyst* | Lincoln, NE | Sep. 2016 - May 2017

- ▶ Identified key projects to hit company objectives: formulated 120 KPIs, devised multivariate resell pricing tool, revitalized market feedback workflow, sales margins & shipping analyses saved \$82,000/qtr.; awarded 2017 Spreetail Spotlight

Verizon Wireless | *Consumer Development, Sales & Analyst Internship* | Omaha, NE | Summer 2015

- ▶ Mastered issue resolution & consulting skills; successfully managed store in hectic periods; cultivated 100% CSat score

Jelevos | *Sales & Marketing Internship* | Omaha, NE | Summer 2014

- ▶ Created fresh marketing, graphic & web campaigns; formulated new CRM metrics; acquired \$3.6 million in new accounts

UNL UCare "Economics in Education" Project | *Lead Researcher* | Lincoln, NE | Aug. 2015 - May 2016

- ▶ Analyzed 35,000 academic performance data points to predict future success; wrote highly researched literature review

UNL & CBA IT Help Centers | *Tier 1 Help Desk Technician* | Lincoln, NE | Aug. 2012 - May 2014

EDUCATION

University of Nebraska-Lincoln | *B.S. in Business Administration with High Distinction* | Lincoln, NE | May 2016

- ▶ **3.9 GPA** | Major: Economics | Minors: Management & Marketing; UNL Honors Program
- ▶ National Collegiate, Nebraska Legends, & LeRossignol Scholar; Omicron Delta Epsilon Economics Honors Society

University of Chicago Booth School | *Summer Business Scholars Program* | Chicago, IL | Summer 2015

- ▶ **4.0 GPA** | Cohort of 64 students from 21 countries; graduate courses in Accounting, Finance, Marketing & Negotiation

STRENGTHS & SPECIAL PROJECTS

- ▶ **Software:** Microsoft Office, Advanced Excel; Adobe InDesign, Photoshop, Illustrator; Wix; WordPress; Unbounce; Certified Google Ads Search & Display; SQL Query & Database Management; SurveyMonkey; ClickUp; Salesforce
- ▶ **Community:** Hit fundraising goals & formed relationships with Arnolds Park & Food Bank for the Heartland
- ▶ **Media Production:** Hosted, produced & marketed 2 FOR 2, highly-rated weekly sports radio show for two years
- ▶ **Net Promoter Score:** Implemented survey & online review campaigns at Spreetail, Kurent, & Nine Zero Properties
- ▶ **Gallup Strengths:** Strategic, Learner, Achiever, Developer, Responsibility