

CHRIS AMES

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PROFILE

- ▶ A motivating leader, lifelong learner, and hard worker with concrete business values. I love solving complex problems with thorough analysis and innovative ideas by communicating them successfully to create positive change. I'm a highly skilled public speaker and natural connector with strong interpersonal savvy, who's passionately driven and inquisitive.

EXPERIENCE

Software Technology, LLC | *Marketing Coordinator - Kurent & Tabs3* | Lincoln, NE | 2017 - Present

- ▶ 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 campaigns for new features & discounts; developed dozens of crucial industry relationships
- ▶ Designed ads & physical materials; discovered new sources; managed Google Ads & PPC channels, cutting CPL by 47%
- ▶ Revolutionized webinars; built personal walkthrough event; created automated reports; ensured accurate lead tracking
- ▶ Formulated new lead follow-up strategy with automated emails, robust sales contact procedures, & detailed flowcharts

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

- ▶ Identified & executed key projects: formulated 120 weekly company KPIs, devised vital multivariate resell pricing tool
- ▶ Revitalized marketplace feedback workflow; saved \$82,000/qtr. with sales margins, returns, & shipping analyses
- ▶ Awarded 2017 Spreetail Spotlight; projects helped hit seven company objectives in revenue, procedures & implementation

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

- ▶ Mastered issue resolution & consulting skills; generated sales & prioritized tasks in fast-paced environment
- ▶ Maintained store-high 100% customer satisfaction rating; successfully & efficiently managed store during high-volume shifts

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" Research Project | *Lead Researcher* | Lincoln, NE | 2015-2016

- ▶ Examined demographics & academic performance in higher education to predict collegiate & future success
- ▶ Analyzed 35,000 data points; wrote highly researched literature review; interpreted dataset to confirm hypothesis

UNL IT Services & CBA IT Help Center | *Tier 1 Help Desk Technician* | Lincoln, NE | 2012-2014

- ▶ Leveraged computer expertise & skills in issue resolution to solve clients' needs in-person & on the phone

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** | Pre-MBA program, gained insights from world-renowned professors & visits to Fortune 500 companies
- ▶ Cohort of 64 students from 21 countries; graduate level coursework in Accounting, Finance, Marketing & Negotiation

SKILLS, COMMUNITY INVOLVEMENT & SPECIAL PROJECTS

- ▶ **Public Speaking:** spoke to legal industry leaders at NABE COMM; developed process improvement workshops; selected to speak at UNL events; guest lectured in six Honors classes; prepared & led CBA freshmen development workshops
- ▶ **Programs:** Microsoft Office, Advanced Excel; Adobe InDesign, Photoshop, Illustrator; Wix; Unbounce; Certified Google Ads Search & Display Networks; SQL Query & Database Management; MailChimp; SurveyMonkey
- ▶ **Volunteering:** Created Arnold's Park marketing plan; Open Door Mission & Omaha VFW Club repair projects
- ▶ **Media Production:** Hosted, produced & marketed 2 FOR 2, highly-rated weekly sports campus radio show for two years
- ▶ **Net Promoter Score:** reported on NPS at Verizon, implemented NPS at Spreetail & managed feedback team to 11% positive feedback increase; created CSat and NPS campaign at Kurent, leading to all five-star reviews on third party sites