

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

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

- ▶ Leveraged deep understanding of national brand & local market to craft foundational market entry strategy
- ▶ Surpassed expectations on venue's senior leadership team, developing operational game-plans & leading associates
- ▶ Secured key partnerships with local chambers, professional & collegiate sports teams, & well-known area businesses
- ▶ Achieved 783% increase in Facebook page likes by creating localized content, contests, & behind-the-scenes previews
- ▶ Orchestrated brand presence at key large-scale events, breaking company records with 2,400 pre-opening outreach leads
- ▶ Interviewed over 700 applicants at associate hiring events; selected, trained, & captained "Marketing Champions" team
- ▶ Managed 49,000+ item inventory of marketing materials by creating detailed workflow to manage minimal on-site space

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
- ▶ Revolutionized webinars; built personal walkthrough event; managed Google Ads & PPC channels, cutting CPL by 47%
- ▶ 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 company 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

Jelecoc | *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

- ▶ 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** | Cohort of 64 students from 21 countries; graduate courses 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 & NPS campaign at Kurent, leading to all five-star reviews on third party sites