

# CHRIS AMES

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I'm a lifelong learner & influential leader with resolute values. I work joyfully & create strong team culture to attack problems with thorough analyses & innovative ideas by communicating effectively to forge relationships & foster positive change.

## EXPERIENCE

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**Fusion** | *Director of Marketing* | Omaha, NE | 2023 - 2025 (Marketing roles eliminated due to layoffs)

- ▶ Led team of 12 marketing & creative professionals resulting in company-high team chemistry & leadership scores
- ▶ Created strategic cohesion by uniting email, paid digital, SEO, social media, content, campaigns, and creative
- ▶ Implemented lead acquisition strategy, increasing weekly candidate flow by 392% while budgets decreased over 150%
- ▶ Built multi-channel win-back campaign resulting in 1,650% ROI; generated funnel analytics to track lead efficacy
- ▶ Managed \$10M budget & relationships with 50+ job board partners, influencers, software platforms & advertisers

**City+Ventures** | *Brand Marketing Manager* | Omaha, NE | 2020 - 2022

- ▶ Acted as key advisor to executive leadership; managed marketing & comms strategy for Nine Zero Properties (7 brands)
- ▶ Resident acquisition strategy elevated occupancy from 51% to 99%; awarded 2021 AAN Best Marketing Team
- ▶ Concentrated on building brand foundations - lead acquisition funnel, photo/video content, social media strategy, website & landing pages, SEO & SEM, reporting, CRM implementation, collateral & signage, reputation management
- ▶ Curated brand development for three-concept restaurant collective; crafted successful multi-channel opening strategy

**Topgolf** | *Marketing Manager* | Omaha, NE | 2020 (Marketing roles eliminated nationally due to COVID-19)

- ▶ Secured key partnerships with local chambers, sports teams & businesses; achieved 783% growth in social followers
- ▶ Created comprehensive multi-channel market entry strategy, breaking company records with lead generation efforts

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

- ▶ Sales & marketing decision maker for Kurent; created brand identity & designed 120+ web pages, ads & print collateral
- ▶ Consistently exceeded goals: 41% MoM growth in users & 36% in leads, 16% website conv. rate, 23% email click rate
- ▶ 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 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

**Jeleos & Verizon** | *Sales & Marketing Internships* | Omaha, NE | Summer 2014 & 2015

- ▶ Created fresh marketing, graphic & web campaigns; formulated new CRM metrics; acquired \$3.6 million in new accounts
- ▶ Mastered issue resolution & consulting skills; successfully managed store in hectic periods; cultivated 100% CSat score

**UNL UCare "Economics in Education" Project** | *Lead Researcher* | Lincoln, NE | 2015 - 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 | 2012 - 2014

## EDUCATION

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

- ▶ **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

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

## STRENGTHS & SPECIAL PROJECTS

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- ▶ **Software:** Microsoft 365 (Advanced Excel), Adobe Suite, Hubspot, WordPress, SQL, Project Management Tools, CRMs
- ▶ **Certifications:** Google Ads, Hubspot (Email, Automation & Reporting), Behavioral Economics (Chicago Booth)
- ▶ **Community:** Hit fundraising goals & formed relationships with Arnolds Park & Food Bank for the Heartland projects
- ▶ **Media Production:** Hosted weekly sports radio show; **NPS:** Mastered survey & review campaign strategy in three roles
- ▶ **MiniTrekMOCs:** Founded & scaled brand of 100+ custom LEGO Star Trek models through SEO & in-person events
- ▶ **Gallup Strengths:** Strategic, Learner, Achiever, Developer, Responsibility; **Myers-Briggs:** INFP