

CHRIS R. SEVENISH

(205) 826-0964

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EXPERIENCE

- Jan 2023 - Present **Strategic Initiatives Manager, Marketing/Strategy:** Randall Reilly, San Angelo TX
- Develop and implement a strategic initiatives and marketing roadmap that aligns with the company's overall strategy and goals leading to a 12% growth YOY
 - Communicate the status and impact of initiatives and projects to key stakeholders, management, and the board of directors reducing friction and increasing efficiencies
 - Collaborate interdepartmentally with sales and business development teams to ensure they are supported leading to an average of 17.28% closes
- Sep 2021 - Jan 2023 **Digital Marketing Manager, Talent Intelligence:** Randall Reilly, Tuscaloosa AL
- Managed and strategized corporate digital targeted ad and lead generation campaigns
 - Sent all recruiting marketing emails and newsletters to over 13,000 recipients
 - Oversaw all digital aspects of the department including social accounts, websites, emails, etc leading to 31% increase in traffic YOY
- Mar 2022 - Sep 2022 **Event Manager, R-Squared:** Randall Reilly, Tuscaloosa AL
- Managed all aspects of the planning process, including collaboration with subcontractors, venues, menu development, printing and design of materials, order supplies, etc
 - Ensured the highest level of client/attendee satisfaction ending with an 89 NPS
 - Foresaw and resolved problems associated with audiovisual equipment, travel itineraries and onsite transportation
- Aug 2021 - Present **Founder | Chief Executive Officer:** Swayven LLC, San Angelo TX
- Oversee and approve all work provided to client to ensure highest quality of work and that it represents Swayven's work and standards well
 - Manage and train a team of sales and marketing employees to be their best selves
 - Create and manage digital, creative assets for clients and plan corporate/client events
- Mar 2021 - Sep 2021 **Digital Strategist, Recruiting:** Randall Reilly, Tuscaloosa AL
- Managed corporate digital targeted ad campaigns through Facebook and Google
 - Edited 83 videos for both clients of Randall Reilly and for corporate digital campaigns
- 2021 **Photography Intern:** University of Mobile, Mobile AL
- Photographed/Edited 65+ events, 10+ headshots, and 25+ merch products
 - Coordinated with 6 schools and 4 departments on when a photography was needed
 - Scheduled a second shooter for some events and/or someone to sub when unavailable
- May 2021 - Dec 2021 **Creative Director:** Good Work Agency, Mobile AL
- Supervised a team of designers and strategists to increase online engagement
 - Ensured brand standards were consistent on social media, website, and print collateral
 - Provided project management and internal opportunities for designers and strategists
- Jan 2021 - May 2021 **Social Strategist:** Good Work Agency, Mobile AL
- Developed targeted ad campaigns and customer engagement strategies
 - Collaborated with writers/designers to ensure content was appealing and informative
- Apr 2021 - Sep 2021 **Marketing Manager:** Keller Williams Realty, Mobile AL
- Lead planning meetings and drove the overall marketing and sales strategies
 - Developed various types of copy including but not limited to web copy, email campaigns, newsletter article and print collateral
 - Researched and developed creative briefs for use in internal communication projects
- Nov 2020 - Apr 2021 **Marketing Coordinator:** Keller Williams Realty, Mobile AL
- Created, delivered, and edited marketing materials and advertising campaigns that saw an average 36.18% growth in leads for Realtors
 - Managed all Facebook, Twitter, Instagram, and other social media posts and responded to followers and prospective sellers and buyers with a 26% growth
 - Planned and Managed events and all signage to encourage and entice potential buyers

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EDUCATION

BS, Human Environmental Science: The University of Alabama (UA)

Concentration: Hospitality Management & Consumer Sciences

MA, Integrated Marketing Communications: University of West Alabama (UWA)

Concentration: Digital Media & Strategy

Certifications

HubSpot Academy

Inbound Marketing, Digital Marketing, Email Marketing, HubSpot Marketing Software Growth-driven Design

Google

Ads Search, Ads Display, Ads Video, Ads Measurement, Display & Video 360, Ads Creative, Google Analytics for Beginners, Advanced Google Analytics

Microsoft

Advertising Search

Other

Business Ethics, TABC Seller Training, TEA Dyslexia, Texas Behavior Support Initiative, Substance Use Disorder Treatment

SKILLS

Business Tools: ActiveCampaign, Adobe Creative Suite, Asana, Constant Contact, CVENT, Google Ads Manager, Google Analytics, Google Tag Manager, HubSpot, Jira, Lucid Chart, Meta Business Suite, Salesforce, Siteground, Supermetrics, Typeform, WordPress, Workfront Proof HQ, WPEngine, Zapier, Zendesk

Soft Skills: Leadership, Communication, Organization, Time Management, Creativity, Teamwork, Problem-Solving, Adaptability

VOLUNTEER

2022

Technical Director: Tuscaloosa Christian School, Cottondale AL

- Coordinated all technical aspects of department including lighting, sound, set, costumes, etc
- Scheduled all production rehearsals while avoiding interference with other school functions

Mar 2020

Global Outreach Volunteer: Bellview Church, Mollendo-Arequipa-Lima, Peru

- Outreached to Peruvian community and invited residents to sporting events and cookouts
- Guided arts and craft times to children of local schools

ACTIVITIES

2021

President: American Marketing Association (AMA), University of Mobile

- Composed UM chapter constitution and completed new chapter filing process
- Supervised other officers and made decisions that did not require board approval
- Created promotional material for new members and for school of business marketing