

# CHRIS MESIGIAN

610.457.8643



cmesigian@mac.com



in/chrismesigian



chrismesigian.com



## WHO I AM

I'm a modern-day marketing specialist with over 20 years of in-house & agency experience who delivers an impressive balance of classic concepts & innovative practices. I'm a brand champion & advocate who specializes in rallying & fortifying passionate communities around premium products & services.



## WHAT I BRING

### MARKETING

Create, manage, & nurture compelling stories through integrated campaigns across digital, social, experiential, & traditional channels. Oversee large-scale budgets (including advertising, event, sponsorship, content, & collateral) to spread comprehensive messaging with reach & impact. Represent & activate brands at world class events (such as the Tour de France & Kona Ironman), as well as through grassroots initiatives & VIP engagements. Work with outside agencies & creatives to dictate direction, ensure brand voice is maintained, & see that deliverables are executed.

### SALES SUPPORT

Work closely with internal sales & product teams to develop key talking points & create successful full-funnel sales programs for lead generation, acquisition, & customer retention. Represent brands at major consumer trade shows & dealer events, as well as present at sales/distributor meetings.

### LEADERSHIP

Utilize coaching to drive a motivated & succinct team towards achieving goals in an environment that promotes proactively exploring challenges, active idea-sharing, & autonomy.

### ACCOUNT/PROJECT MANAGEMENT

Manage relationships & execute initiatives on behalf of a variety of clients. Drive internal timelines for new projects coordinating production schedules & all communications. Foster positive working relationships with clients while staying abreast of goals to provide effective feedback & insight.



## WHERE I DID IT

### SEO & Digital Marketing Services

*Media Proper, 2019-Present*

### Marketing Director

*WinTech Racing, 2015-2019*

### Digital Marketing & E-Commerce Entrepreneur

*Self Employed, 2011-2019*

### Marketing Manager, Fuji Bikes

*Advanced Sports Int'l, 2007-2011*

### Sales & Marketing Manager

*Nielsen-Kellerman Company, 2001-2005*

### Head Coach & Director of Rowing

*Radnor Girls Crew Club, 2001-2007*



## WHAT I KNOW

### B.S. in Graphic Communications

*Clemson University, 1998*

### HubSpot Inbound Marketing Certified

*Hubspot Academy, 2018*

### Google Ads Certified

*Google Skillshop, 2020*

### Accomplished Content Contributor & Copywriter

*Author, This Lane Ends, ©2019*

**Proficient In:** MS Office, Adobe Creative Suites, G Suites, Google Ads, Google SEO Tools, SEMRush, WordPress, Facebook Ads Manager, MailChimp, iMovie, Shopify, other CMS & CRM tools