

# CHRIS MORRISON

## CONTACT

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Location: San Diego, CA

www.morrisonmarketing.solutions

## PROFILE

Marketing & Branding Expertise;  
Integrated Marketing Campaign Creation;  
Project Management; Team Management;  
Collaborative; Punctual; Dependable;  
Extremely Detail Oriented.

## SKILLS

- Content Creation/ Copywriting
- Integrated Marketing and Advertising Planning
- SEO
- Trade Show & Event Planning
- Social Media Management
- Email Campaign Creation & Management
- Google Ads/ Analytics
- Project Management
- Public Speaking

## EDUCATION

### California State University San Marcos

B.S. Business Administration,  
Marketing (2018)

### Palomar College

A.A. Business Administration (2015)

## CERTIFICATIONS

- **Google Adwords**
- **Hootsuite**
- **Graphic Design**
- **Black Belt: KenTaeSho MMA**

## PROFESSIONAL EXPERIENCE

### US/ AUS Marketing Coordinator

Layfield Geosynthetics

May 2018 - Present

- Created & managed all marketing campaigns for the US and AUS business.
- Created a quarterly and yearly marketing strategy for US and AUS marketing activities
- Organized logistics, materials, & promotion for all US tradeshows.
- Led projects with multiple departments in the US and Canada to update the existing pricing system
- Managed all US website content
- Maintained and updated all marketing collateral
- Maintained US Marketing Budget

### Freelance Marketing

Morrison Marketing Solutions

April 2017- May 2018

- Created and executed paid and organic marketing campaigns within various brand guidelines and KPIs
- Coordinated successful marketing efforts through social media, SEO, and traditional methods with a focus on client ROI

### Marketing Account Manager

Franconnect

April 2016- April 2017

- Created and monitored integrated paid media ad campaigns for Fortune 500 brands such as Budget Blinds and The Little Gym
- Successfully managed over 200 client accounts at one time
- Coordinated creative, copy, and analytics roles to meet client deadlines
- Onboarded dozens of new clients

### Marketing and Channel Coordinator

Nova Mobile Systems

September 2014- April 2016

- Created new marketing and promotional materials and campaigns
- Managed all social media: Facebook, LinkedIn, Twitter, Google+
- Managed website update project