

CHRISTIAN KRATSAS

DIGITAL MARKETING PROFESSIONAL



PROFILE

A digital marketing machine with a specialization in content marketing, 4 years of B2B marketing experience at startups, and a creative at heart that's big on collaboration.

PERSONAL

Name	Christian Kratsas
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Address	251 Filmore Dr Verona, PA 15147
iTunes	36,018 songs

SKILLS

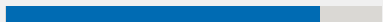
CONTENT MARKETING STRATEGY



SEO



WORDPRESS CMS



FACEBOOK ADVERTISING



CREATIVE DIRECTION



PUBLIC SPEAKING



REFERENCES

Available upon request

LINKS

- christiankratsas.com/portfolio
- [linkedin.com/in/christiankratsas](https://www.linkedin.com/in/christiankratsas)
- [facebook.com/christian.kratsas](https://www.facebook.com/christian.kratsas)
- twitter.com/brot2ubuyck

PROFESSIONAL EXPERIENCE

2015

MANAGER, CONTENT & RETENTION, SNAPRETAIL | FEB 2015 - JULY 2015

Developed process, executed, and managed all content and retention marketing strategies to drive leads, engagement, sales and positive customer behavior

Created and implemented companywide sales demo story and supporting sales materials through cross-functional collaboration with sales managers and marketing, increasing demo to close conversions by 17%

Led strategy for website redesign including brand positioning, URL structure, redirects, SEO, landing page optimization, mobile usability and blog and content resource center development

Collaborated with customer support and product team to develop an online product help center including product documentation, FAQ, and video tutorials

Developed and designed website and video content for sister brand, SnapRx, in two weeks

2013

DIGITAL MARKETING MANAGER, SNAPRETAIL | OCT 2013 - FEB 2015

Developed, deployed and managed content marketing programs, including editorial, webinars, ebooks, and videos, through paid and organic digital channels in support of customer acquisition and retention

Managed and implemented paid and organic search marketing strategy, keyword implementation, bid management, landing page optimization and budget management

Created and presented educational marketing seminars and webinars to maintain thought-leadership in the retail space, generate qualified leads and inspire meaningful sales conversations

Brainstormed ideas, wrote scripts, acted on screen and produced and edited video for weekly email communication, Click & Mortar, to help grow list from zero to over 7,300 mailable email addresses

2012

SOCIAL MEDIA & CONTENT MANAGER, SNAPRETAIL | SEP 2012 - OCT 2013

Managed day-to-day social media operations, paid social advertising and media metrics and reporting

Increased Facebook community from 1,000 to 11,000 Likes and Twitter from 500 to 6,000 followers

Developed and created monthly online content (blog editorial, ebooks, webinars, videos, infographics) and managed deployment, repurposing, and targeting in order to meet lead to prospect goals

Created more than 20 educational marketing presentations and participated in 36 speaking engagements

2011

MULTI-STORE ACCOUNT MANAGER, SNAPRETAIL | OCT 2011 - SEP 2012

Developed and implemented quarterly marketing plans for 8 Hallmark franchises ranging from 8 - 50 locations, increased Facebook Likes by over 300%, and maintained average email open rate of 33%

2011

FREELANCER, CHRISTIANKRATSAS | JAN 2011 - PRESENT

Planning and deploying marketing campaigns, improving business processes and providing digital marketing services to local businesses

Developing responsive WordPress websites including sitemapping, keyword research, copywriting, hosting and domain setup, creative direction and SEO implementation

Increased gym membership renewals by 80% through email drip and online payment implementation

Developed and deployed an annual marketing campaign for a premier play production including website, print, paid and organic social and paid search - sold 120% of monthly ticket goal

EDUCATION

2010

BSBA, MARKETING

UNIVERSITY OF PITTSBURGH, COLLEGE OF BUSINESS ADMINISTRATION
3.3 GPA, Dean's List, Projects in Marketing - GMC Best Ad Campaign 2010