Christopher M. Vincent

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Systems & Tools Experience

- **Marketing / Sales Automation & CRM:** HubSpot, Salesforce, Outreach.io, LiveChat, Infusionsoft (Keap), Mailchimp, Act-On
- **Database & Lead Generation:** DiscoverOrg / ZoomInfo, LeadForensics, D&B Hoovers
- **Web / Digital:** WordPress, Webflow, Shopify, Visual Basic (VBA), PHP, CSS
- **Adobe Suite:** Photoshop, InDesign, Illustrator, Premier, Audition

Key Skills & Strengths

- **SEO / Content Marketing:** Keyword Analysis, Strategy, Syndication, Linking, Technical, On-page, Site Architecture
- **Excel Pro:** Pivot Tables, Advanced Formulas, Data Analysis, Reporting, Solver, Templates, Former Instructor
- **Managing Distributed Teams:** US & International, Freelancers, Agencies, Partners and Channel
- **Lean Expert:** Six Sigma Green Belt Certified, Lean Practices, 5S

Professional Experience

Sales & Marketing Professional – Phoenix | SF Bay Area | Portland   (Oct 2009 – Present)

Director of Demand Generation – Datashield an ADT Company   *(Mar 2020 – Present)*

- Supported business net-new acquisition and customer upsells resulting in a 30% growth in RMR despite 25% churn during COVID-19.
- Refined content marketing strategy resulting in 1st page placement on over 12 different product lines and an increase in overall impressions by 8.7M.
- Implemented paid ad campaign (AdWords & Social) driving in 2-6 new leads per day focused on managed services bundles and packages.
- Instituted tent-pole event strategy to drive customer retention and partner relations with an added increase in lead generation by 20%.
- Improved marketing automation and introduced nurture sequences resulting in a 35% decrease in sales cycle.

Marketing Manager – Datashield an ADT Company   *(Mar 2019 – Feb 2020)*

- Developed inbound lead generation strategy focused on content marketing and SEO resulting in a 77% increase in form submissions.
- Rebranded and expanded digital footprint increasing number of SERP indexed pages from 14 to over 800, resulting in a 130X increase in uniques.

Director of Sales – CV Solutions   *(Jul 2013 – Mar 2019)*

- Focused on customers in the Payment Processing, Cloud, MSP, VoIP, Cybersecurity, SaaS, Online Education and App Development industries; including companies such as FirstData, Trapp Technology, CampusLogic, The City POS, SelfTour, Datashield (ADT) and more.
- **Trapp Technology** – Developed and implemented strategy to increase cloud free trial sign ups from 3 per day to over 180 per day at peak.
- **The City POS** – Executed go-to-market strategy for highly competitive SF Bay Area restaurant sector resulting in a 142% uptick in leads.
- **SelfTour** – Product development and go-to-market strategy with SEO focus increasing monthly revenue by 30X over 12 month period.

Head of Marketing & Demand Generation – Total Marketing Network   *(Oct 2009 – Mar 2019)*

- Supported SMB's with go-to-market strategies by consolidating marketing and technology services, cutting vendor management activity by 50%
- Increased pipeline and revenue in one customer case study by over 35X by leveraging a combination of social and email marketing.
- Delivered Google 1st page results for both seed and long-tail keywords resulting in 10X increase in revenue and 500% increase in lead flow.
- Utilized creative marketing tactics including public groups and forums increasing lead flow by 300% and diversifying lead sources.
- Optimized email marketing and nurture to create repeatable traffic and increase revenue by 18%.

Supply Chain Ops / Six Sigma @ Honeywell (Aerospace) – Phoenix, AZ   (Feb 2005 – Oct 2009)

Operational Excellence Roles   *(Jan 2007 – Oct 2009)*

- Led commodity team of 12 buyers resulting in successful acquisition of 5K materials while reducing supplier past dues from $1.7M to under $600K.
- Facilitated successful implementation of SAP as power user and material master coordinator converting 300K materials and $1B in annual spend.
- Implemented multi-site database / reporting with SharePoint, allowing single point access resulting in 66% increase in data management productivity.
- Increased reporting efficiency and capacity by developing software automation, resulting in a 92% reduction in report turn time.
- Developed the Input Forecast utilizing statistical modeling to derive external receipts and inventory impact with 90% confidence level.

Planning, Procurement & Ops Roles   *(Feb 2005 – Jan 2007)*

- Improved on time delivery from 66% to 93% including decreasing overall past due from $2.6 Million to less than $700K.
- Introduced a long term agreement to shop offload suppliers resulting in 7% and 10% savings totaling $225K yearly cost avoidance.
- Improved efficiency of weekly reporting process by improving PowerPoint templates resulting in a 25% decrease in presentation preparation time.
- Streamlined data collection methods needed for metric reporting via the use of Excel spreadsheets resulting in a 50% reduction in cycle time.

Education: **Bachelors of Science in Supply Chain Management – Arizona State University, Tempe, AZ ▪ 2006**