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EXPERIENCE

Random House (www.RandomHouse.com) Oct. 2008 – Present
Online Marketing Manager / WaterBrook Multnomah Publishers

- Manage ecommerce site; grew online revenue by 1600% in past nine months
- Re-launched current Web site using Wordpress-based system. Worked with corporate web developers and designers in NYC on site build out.
- Built and manage social networking sites including Facebook, Twitter and Livestream
- Create and execute online marketing strategies to drive traffic and increase awareness and sales via fresh content, contests and other online initiatives
- Generate new concepts for digital content delivery via mobile and web, widgets, games and other marketing tools
- Directing interactive marketing and media campaigns to meet business performance objectives
- Executing effective affiliate programs/publisher management activities to achieve business development goals
- Train authors, agents, editors, marketers and publicists on social networking programs and tools. Use WebEx for off-site training.

Chris Sigfrids Marketing (www.ChrisSigfrids.com) April 2003 – Present
Owner/Entrepreneur

- Marketing contractor – Work with business owners and authors to build out web sites, set social networking strategies, launch blogs and LIVE video promotions

Penton Media (www.Penton.com) Feb. 2007 – Oct. 2008
Online Product Development Manager

- Increased online sales by 500% in first three months via targeted online shopping cart adjustments
- "eNews Generator" project manager – custom application designed to organically grow web traffic by partnering with user group leaders
- Led the design, forecasting, development and launch of *IT Job Hound* – a job boards for IT Pros

Group Publishing (www.Group.com) June 2004 – Feb. 2007
Corporate Marketing Manager & PR Manager

- Project manager on "Group's Flipper" – a custom, web-based marketing, editorial and sales collaboration tool.
- Team lead responsible for revamping and launching multiple web sites
- Responsible for publicity, author and media relations and executive-level marketing

EDUCATION

Colorado State University (www.ColoState.edu)

B.A. in Technical Journalism with an emphasis in Public Relations, Marketing and Business

WORK-RELATED SKILLS

- Goal-driven leader who develops a productive atmosphere and confidently motivates and coaches team members to achieve high standards
- Motivated team player driven by new challenges and opportunities
- Innovative problem-solver who generates creative solutions and provokes new ideas
- Exceptional listener and communicator; effective both verbally and in writing
- Highly analytical thinker with demonstrated success for improving intricate work processes
- Computer and tech-savvy performer with widespread software skills including: Office 2007, HTML, Dreamweaver, iMovie, Flash, Fireworks, PhotoShop, InDesign, Illustrator, and Filemaker Pro.
- Equipment Guru: MacBook Pro, Sony HVR-A1U HD Camera, Nikon SLR Cameras, cell phones, home theater and networking
- Freakishly-awesome presentation skills
- Strong networking skills
- Gadget-guy – Driven by technology; specifically using it to push business-related programs to consumers and businesses

INTERESTS

- Chess
- Nature & sports photography
- International travel
- Snowboarding & cross-country skiing
- Back country camping
- Reading
- Play guitar (Martin DC16-RGTE)
- Home remodeling