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## EXPERIENCE

### **Penguin Random House / Crown Publishing**

Jul. 2013 – Present

Senior Manager, Community Operations (split role)

- o Spearhead technical development for all Crown online communities and operational tools
- o Develop and lead Blogging for Books roll up from WaterBrook to Crown (and ultimately all of Penguin Random House)
- o Liaise with Penguin Random House corporate digital marketplace team
- o Identify tools, partners, and opportunities to effectively advance vertical operation
- o Collaborate with and advise community development team

### **Penguin Random House / WaterBrook Multnomah**

Oct. 2008 – Present

Senior Online Marketing Manager (split role)

- o Supervise online marketing team
- o Manage seven-figure marketing and publicity budget
- o Direct ecommerce website; grew online revenue by 1600% in first nine months
- o Brainchild behind BloggingForBooks.org, a custom built web program with more than 12,000 active bloggers that review books for WaterBrook
- o Project leader for NovelCrossing.com, a custom website built on a DotNetNuke platform. Focus of website is to build community and drive revenue.
- o Built and manage social networking presence; oversee a team of content contributors
- o Generate new concepts for digital content delivery via mobile and web, widgets, games and other marketing tools
- o Lead business development through marketing innovation

### **Penton Media**

Feb. 2007 – Oct. 2008

Online Product Development Manager

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

## Group Publishing

June 2004 – Feb. 2007

Corporate Marketing & PR Manager

- Project manager and inventor of “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

## JAX Outdoor Gear

June 2003 – June 2004

Corporate Communications & Web Development

- Launched four websites including JAX's ecommerce site – JAXOutdoor.com
- Managed email newsletters and online banner ad placement

# EDUCATION

## Colorado State University

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

## Yale University

Certificate, Yale Book Publishing Course

# SKILLS

- Business development leader
- Online product development expert
- Goal-driven leader and team-builder who develops a productive atmosphere and confidently motivates and coaches team members, outside web developers and designers to achieve high standards and quickly incorporate new digital responsibilities and strategies into their existing workload
- 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: MS Office, HTML, Livestream Procaster, Hootsuite, Facebook, Twitter, Wordpress, LinkedIn, Scribd, TweetAdder, Dreamweaver, iMovie, iDVD, Flash, Fireworks, PhotoShop, InDesign and Illustrator.
- Superb presentation skills
- Strong networking skills

# PORTFOLIO

To get a taste for Chris' expertise, personality, and recent work, please visit [ChrisSigfrids.com](http://ChrisSigfrids.com).