



2632 Thoreau Drive
Fort Collins, CO 80524
970.227.9494

sigorama@aol.com
www.chrissigfrids.com
www.linkedin.com/in/sigfrids

Education

Colorado State University - Fort Collins, Colo.

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

Ravencrest Bible College - Estes Park, Colo.

-Certificate in Biblical Education

Experience

Penton Media - *Online Product Marketing Manager* - Loveland, Colo.

Feb. 2007-Present

- Increased online sales by 200—and in some places 500%—within the first three months
- Designed and led the development and launch of a custom online application for user group leaders. Estimated ad sales, leads, and circulation estimated to bring in \$650,000 in the first 12 months
- Responsible for creating organic growth on Web sites through social networking and by spurring community-based online programs
- Led the design, forecasting, development and launch of a job board geared towards information technology professionals
- Work closely with all teams to maximize profits of existing products and programs as well as uncover new opportunities
- Responsible for tracking and reporting on monthly web traffic as well as refining online efforts in order to increase unique visitors, page views and overall site stickiness

Group Publishing - *Corporate Marketing & PR Manager* - Loveland, Colo.

June 2004-Feb. 2007

- Developed “Group’s Flipper” — a custom, web-based collaboration tool that is expected to save company an estimated \$500,000 to \$1,000,000 per year
- Team lead on redesigning and launching several web sites including Group.com, The1Thing.org, Group’s Fireside Cafe and Charitable Giving Web sites.
- Developed relationships with editors, authors, and media outlets. Created and managed author and media outlet database.
- Project manager on a reality TV style video called *Group’s Ministry Makeover*. Instrumental in product development, product packaging, production, script writing, marketing and PR.
- Responsible for concepting and copywriting direct mail, e-newsletters, radio promotions, and print catalogs. Managed the database that housed all our archived copy for use in catalogs and mailings.
- Project manager responsible for corporate marketing initiatives including Group’s Community Service Awards, Group’s Give Back program, and www.group.com

JAX Outdoor Gear - *Online Marketing Manager/Developer* - Fort Collins, Colo.

July 2003-June 2004

- Responsible for branding, concept, design and development of three websites
- Thrust JAX into the number one spot on Google for dozens of key word searches
- Developed e-commerce store from the ground up with an estimated 500% growth in the first year
- Coordinated with department managers to best market their products online and in print
- Managed online marketing efforts
- Took pictures for ads and web

Ministry experience, life skills, interests and volunteer work continued on next page...



2632 Thoreau Drive
Fort Collins, CO 80524
970.227.9494

sigorama@aol.com
www.chrissigfrids.com
www.linkedin.com/in/sigfrids

Ministry Experience

Summitview Community Church - *Volunteer* - Fort Collins, Colo.

April 2000-Present

- Worship leader. Play acoustic guitar in church band.

Hope Church - *Youth Ministry Worker* - Cincinnati, Ohio

June 1996-April 2000

- Led Bible studies, outreach, retreats and mission trips
- Designed and printed in-store promotions and displays

A Christian Ministry in the National Parks - *Volunteer* - Estes Park, Colo.

Summer 1995

- Led church services at the Aspen Glen campground in Rocky Mountain National Park

Mason Impact - *Small Group Leader* - Mason, Ohio

Sept. 1994-June 1995

- Started and led small group at my high school as a Junior/Senior
- Led Bible studies and recruited student and adult leaders

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, Vista, Dreamweaver, Flash, Fireworks, PhotoShop, InDesign, Illustrator, and Filemaker Pro
- Excellent presentation skills
- Strong networking skills

Interests

- Spending time with my two boys (Ransom, age 4 and Lewis, age 2.5)
- Nature photography
- International travel
- Snow sports: snowboarding, skiing, snowshoeing
- Off-roading
- Back-country camping
- Reading
- Chess
- Home remodeling
- Playing guitar

Volunteer Work

Group Workcamps - Worship leader and troubleshooter - Summer 2001, 2003, 2005 and 2006

Seeds Skate Park - Built, staffed and managed non-profit skate park - 1996 to 2000