

# Chris A. Spicer

234 Paces Commons Drive, Duluth, GA 30096

678-243-0376

chris@chrisspicer.us

www.chrisspicer.us

With a youthful enthusiasm and creative style, this seasoned business professional holds over 13 years of experience in the field of marketing; with the proven track record of achieving measurable results, including increased market share and net revenue.

## Education

**Master of Science:** Marketing & Communication Management

Franklin University, Columbus, OH

**Bachelor of Science:** Graphic Design

Keene State College, Keene, NH

**Certification:** Education

NH Technical College, Nashua, NH

## Professional Skills

Develop and execute **strategic 360° marketing campaigns**; Communication across various channels achieves **maximum impact** and increasingly **drives action**

> **Advertising, Public Relations, Promotions** (including guerilla marketing tactics)

Marketing campaign creative design, production, and media planning; **delivered on time and on budget**

> **Target Marketing, Consumer Awareness, Branding, Education**

Campaign **measurement and analysis** to track ROI

> My track record is awesome! My work has **exceeded ROI goals**. For details, visit my website [www.chrisspicer.us](http://www.chrisspicer.us)

Agency **project management**

> Advertising, Website, Film, Graphic Artists, Print & Publishing

Marketing > **Direct, Online, Event, Consumer, B2B**

Media > **Traditional, Digital, Social**

Perform **market research** to know demand potential, understand customer needs and insights

Develop **strategic product positioning, pricing, and life cycle messaging**

Team building, staff management and leadership; experience working with cross-functional teams

Budget management (\$1.4 million annually)

Proficiency > Adobe CS6, MS Office Suite, Marketing Automation Tools, Email Marketing Tools, HTML, Web Development,

Web Content Management Tools, Online Survey Tools

## Experience

**Marketing Campaign Manager**, 2012 - Present

**ROI: \$3 Million - \$5 Million**

Online Resources Corporation (now ACI Worldwide), Norcross, GA

**Marketing Manager**, 2011 - 2012

**ROI: \$200 Million growth in Total Assets**

Robins Federal Credit Union, Warner Robins, GA

**Marketing Manager**, 2010 - 2011

The Telegraph, Macon, GA

**Director of Sales and Marketing**, 2007 - 2010

Tubman Museum, Macon, GA

**Marketing Director**, 2005 - 2007

Fickling & Company, Macon, GA

**Marketing Coordinator**, 2005 - 2005

Tamiya America, Inc., Aliso Viejo, CA

**Marketing Coordinator**, 1998 - 2002

Adelphia Communications, Concord, NH

For more details on my ROI track record,  
and to view samples of campaigns, please visit  
[www.chrisspicer.us](http://www.chrisspicer.us)

## Professional Memberships

**Sigma Beta Delta**, International Honor Society in Business, Management, and Administration

**Leadership Macon**, Past Board Member, member of the Class of 2008

**Young Professionals Network**, Past Chair of Professional Development Committee

**Habitat for Humanity**

**DECA Region Competition**, Judge, 2012

**Golden Eagle Awards, Middle Georgia Scholarship Program**, Judge, 2010, 2011, 2012

**City of Macon, Mayor's Office**, PR and Communications Committee

**Downtown Macon Rotary Club**, Past Board member and Chair, Public Relations Committee

## Awards

**2012 Diamond Award, Categories Best**, Community/PR Program: CUNA Marketing & Business Development Council

**2012 Diamond Award, Categories Best**, Direct Mail Series: CUNA Marketing & Business Development Council

**2012 Silver ADDY Award**, TV Commercial Series: Advertising Federation of Central Georgia