

Christopher A. Donahue

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Professional Summary

A savvy and forward-thinking marketing professional with multi-industry experience, specializing in creative management, digital marketing, event and meeting planning, marketing analytics, public/media relations, graphic design, website development, campaign management, client/stakeholder relations, and content development. Excels at developing and implementing marketing strategies for startup, midsize, and high-growth organizations. A proven track record of nurturing relationships both internally and externally to set and achieve essential goals. A driven and accomplished producer who fosters an impactful creative and marketing arm to facilitate growth and prosperity. Areas of expertise:

- Digital & Traditional Marketing
- Creative Direction
- Public/Media Relations
- Event Planning & Execution
- Marketing Analytics
- Graphic/Web Design & Development

Work Experience

08/16-11/19

Crius Energy/U.S. Gas & Electric

Miramar, FL

Marketing Director

- Increased exposure and sales through traditional & digital marketing and PR initiatives
- Guided creation and implementation of multichannel marketing campaigns through development of print, direct mail, digital and social media advertising
- Led creation and campaign management for banner display ads, Google Ads, organic and paid search, Search Engine Optimization (SEO), Search Engine Marketing (SEM) and paid social media
- Utilized Google Tag Manager and Google Analytics for marketing analytics to track and remarket digital ads, website engagement and customer journeys
- Used Adobe's Creative Cloud, Illustrator, Photoshop, Premiere and Animate to create print ads, digital ads and animations
- Created and maintained all the company's websites
- Created customer personas and customer journeys
- Wrote and distributed press releases
- Identified vendors and negotiated contracts for promotional items and marketing campaigns
- Coordinated and participated in promotional activities, trade shows, speaking engagements and seminars
- Conceptualized new marketing ideas and campaigns for both internal/external projects
- Created and managed department budget and media/marketing plan of \$4,000,000
- Managed the creative and marketing team by providing direction, guidance, training and development
- Conducted market research on products, services and advertising trends
- Planned, marketed and executed events
- Developed and maintained engaging content for websites
- Named employee of month for March 2017
- Utilized Adobe InCopy and InDesign to develop all-new data merge process for producing environmental disclosure labels, saving ten-plus hours per month
- Negotiated vendor contracts to add \$250,000 in added value in advertising

10/11-08/16

HUE Deign

Miami, FL

Events/Marketing Director & Consultant

- Analyzed various marketing tools, services and channels, for initiating successful product marketing
- Developed and implemented special events calendar
- Planned and executed small- and large-scale events
- Facilitated social media activation and organic engagement
- Guided development of strategic and tactical plans for both paid and organic channels, including social ads, display ads, Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Marketed products and services via print, online, social media and in-store events
- Provided graphic/web design and web programming services to clients utilizing Adobe Marketing Cloud and Adobe Creative Cloud
- Educated selling teams and account sales staff about company's primary goals, visual merchandising directives and product knowledge
- Increased Jackson Health Foundation's social media engagement
- Bolstered enrollment into Jackson Health Foundation's donor database

Work Experience Cont'd



09/08-09/11

Care Resource

Miami, FL

PR/Marketing Manager

- Organized and coordinated organization's marketing initiatives and media relations
- Guided creation of marketing materials for print, digital, and social media advertising
- Led creation and campaign management for banner display ads, Google Ads, organic and paid search, Search Engine Optimization (SEO), Search Engine Marketing (SEM), and paid social media
- Utilized Google Analytics for marketing analytics to track digital ads and website engagement
- Researched and identified new marketing areas for healthcare organization and all planned events
- Used Adobe's Creative Cloud Illustrator, Photoshop, Premiere and Animate to create print and digital ads and animations
- Launched first digital and social media marketing campaigns
- Advertised on Facebook in 22 countries, expanding company's presence into 17 new international markets
- Created and maintained all the company's websites
- Managed 75,000 recipient Constant Contact email database
- Planned, marketed, and executed large-scale events, including negotiating celebrity entertainment for events ("White Party Week")
- Maintained relationships with government officials, community members, media, and sponsor/funders
- Supervised, trained, and evaluated staff
- Worked as agency spokesperson in absence of executive director
- Oversaw digital campaigns resulting in 75,000,000 impressions per year
- Fundraised more than \$800,000 for nonprofit
- Obtained \$165,000 in grants for "White Party Week," largest amount to date at time
- Led largest online presence with 27,000,000 impressions worldwide, largest amount to date at time

Additional Experience



01/06-08/08

America's Capital Partners

Miami, FL

Creative/Marketing Director

- Managed creative budget and marketing plans totaling \$500,000
- Acted as head of graphic/marketing department, managing staff of three
- Managed creative, marketing, PR, and branding for all offices, properties, and subsidiary companies
- Supervised, trained, and evaluated staff
- Increased exposure through marketing and PR initiatives
- Bolstered overall occupancy by 12%
- Researched new marketing and PR opportunities
- Organized and executed national events
- Led and managed marketing and creative for three subsidiary companies
- Utilized Adobe Creative Suite to develop ideas and manage graphic design work for marketing materials for organization's programs and events

01/05-01/06

World Title Company/MortgageCircle

Weston, FL

Marketing Manager

- Oversaw all marketing/graphics of real estate, title, and mortgage companies as well as NFL agency
- Utilized Adobe Creative Suite to create graphic and web collateral, including brochures, postcards, and websites
- Marketed products through traditional and mass media
- Acted as IT tech
- Created marketing DVDs using CD/DVD authoring and audio/video editing software, including DVD, Studio Pro, Final Cut Pro, Adobe After Effects, and Premiere
- Utilized thorough marketing and rebranding to increase mortgage and title deals by 17%

01/05-01/06

AdSouth Partners

Boca Raton, FL

Marketing Manager

- Designed for new product launches from concept to production, including package design
- Acted as web designer/developer for the company and its clients
- Utilized Adobe Creative Suite to create graphic and web collateral, package design, videos, and websites

Software Skills



Adobe

After Effects, Acrobat Professional, Animate, Audition, Dreamweaver, Encore, Fireworks, InDesign, Illustrator, Muse, Photoshop, Premiere, Spark, XD

Apple

DVD Studio Pro, Final Cut Pro, Keynote, Pages, Quicktime Pro, QuickTime VR

Digital & Social Media

Constant Contact, Facebook, IContact, HootSuite, Instagram, Joomla!, LinkedIn, Pinterest, Twitter, SEO strategies, Snapchat, WordPress, YouTube

Other

3D Vista, A/B Testing, Cleaner, DigiDesign Protools, Jira, Quark, Reality Studio, Sony Sound Forge

Google

Google+, Ad Words, Google Analytics, Display & Video 360, DoubleClick Bid Manager, DoubleClick Campaign Manager, Search 360, Tag Manager, Web Designer

Languages

ASP, Action Script, CSS, HTML5, Javascript, MySql Server, PHP, XML

Microsoft

Access, Excel, Publisher, Powerpoint, Sharepoint, Teams, Virtual Studio, Visio, Word

Awards/Certifications



12/18–Google Analytics Certified

03/17–Adobe Experience Manager Certificate

03/17–USG&E Employee of the Month

Recognized for excellence, knowledge, innovation and ownership

10/16–USG&E Runner-up Employee of the Month
Nominated for excellence

12/07–1 of 3 Employees of the Year

Received for exceeding job expectations

Education



01/04-09/05 The Art Institute Fort Lauderdale, FL
Bachelor of Science Interactive Media
Dean's list, GPA 3.5, Graduated Cum Laude

07/00-03/03 The Art Institute Fort Lauderdale, FL
Associate of Science Multimedia and Web Design
Dean's list, GPA 3.7, Graduated Cum Laude