

# CHRIS DAVID

## CONTACT

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## EDUCATION

BFA Graphic Design  
West Chester University

## CERTIFICATIONS

Google Analytics  
- Growth Driven Design  
- Sales Software CRM  
- Inbound Marketing

Duke Online  
- Business Metrics for Data-  
Driven Companies

Wharton Entrepreneurship  
Certification  
- Developing the Opportunity  
- Launching your Start-Up  
- Growth Strategies  
- Financing and Profitability

## SOFTWARE PROFICIENCY

Illustrator  
Photoshop  
InDesign  
Hubspot Marketing Platform  
Hubspot CRM  
Wordpress  
Google Analytics  
Google Search Console  
Wondershare Filmora  
Adobe Creative Suite  
SpyFu  
Bright Local  
Teamwork  
Basecamp  
Hunter  
Scrape.io  
Cloudways  
G-Suite



geckogroup

Director of Business Development  
2017 - 2019

**Location:** West Chester, PA (working remotely from Lewes, DE)  
Working to build our network through relationships and online marketing, my responsibility includes everything related to expanding the reach of the Gecko Group Brand.

### EXPERIENCE & ACHIEVEMENTS

- Implemented a Content-Marketing Strategy, improving Organic Reach 115%
- Defined and implemented an aggressive outreach model
- Integrated sales efforts into Hubspot CRM
- Content development and syndication online
- Developed an Influencer Marketing Campaign



Director of Business Development & SEO Department Head  
2016 - 2017

**Location:** Conshohocken, PA (working remotely from Lewes, DE)  
Promoted to Director of Business Development, I used my experience and knowledge of Website Development and Inbound Marketing to educate prospective clients on company value propositions and establish relationships with new markets. By implementing a consultative sales strategy my personal sales performance resulted in an annual revenue growth of 65%.

During my tenure at Farotech, I also worked in the client facing role as Head of the SEO Department. The position gave me the opportunity to "delight" and upsell clients which directly influenced revenue by increasing retainers, referrals and retention. I personally oversaw a team of project managers, writers and publishers who actively managed 21 accounts.

### EXPERIENCE & ACHIEVEMENTS

- Revenue growth of 65%
- Identify and implement new service offerings
- Operational structuring to maximize production and efficiency
- Implementation of Hubspot CRM for Farotech and Clients
- Identified new financial reporting models
- Established advocacy program for referrals



Director of Website Development  
2014 - 2016

As The Director of Website Development, I was responsible for defining and implementing every process within the Farotech Web Department. With a deep understanding of the service from a technical, logical and creative perspective, I was able to increase efficiency, profitability and client advocacy which directly resulted in a 350% increase in web related revenue and a 75% increase in profitability.

### EXPERIENCE & ACHIEVEMENTS

- Direct Report of 3 Project Managers
- Project Manager of Top Level Projects
- Scope all new Web Development projects
- Work with clients from sale through production
- Develop websites intended for Inbound Marketing Strategies
- SEO and SERP best practices
- Define and oversee all aspects of the production processes
- Hiring and delegation of projects
- Development of production standards for design and CMS/development
- Quality Control relevant to mobile/cross-platform testing
- Project Management, and oversight
- Client Relations and promoting advocacy
- Direct Report for 3 Project Managers and a team of 13 staff



Marketing Manager  
2009 - 2014

**Location:** Ocean City, MD  
As Marketing Manager for The Carousel Group, I was responsible for all facets of marketing for the second largest hotel group in Ocean City. Working directly under the President and COO, I had the opportunity to grow my skillset and build the foundation for the career I have today.