

KEVIN CHRISTMAN

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EDUCATION

The College of New Jersey
Ewing, NJ | 2009 - 2013
B.S. in Computer Engineering

SKILLS

Digital

HTML + CSS
Drupal + WordPress
Google Analytics + DoubleClick
Email Marketing + CRM
Salesforce Marketing Cloud
All Major Social Platforms
Hootsuite + CrowdTangle
Adobe Creative Suite
Mobile App Marketing
Digital Marketing

Project Management

JIRA + Confluence
Basecamp + Trello
Strategic Planning
Research + Reporting
Presentation Development
Partner Relationship Management
Customer Service
Training + Onboarding
Event Management

SOCIAL

🌐 /in/KevChristman
📘 /KevinChristman
✉ @KevinChristman
📷 @KevinChristman

EXPERIENCE

Senior Coordinator, Digital Club Services at Major League Soccer
New York, NY | December 2016 - Present
Coordinator, Digital Club Services | June 2015 - December 2016

- Work directly with MLS Clubs to develop and implement strategies to drive their digital business
- Serve as team tech lead to concept and create innovative digital experiences such as landing pages and custom blocks
- Represent Clubs in regular meetings with development team to foster the creation of new tools to help Clubs meet business goals
- Administer Club onboarding of all new digital products and technologies
- Lead communication and Club execution of League-wide initiatives in coordination with various internal departments
- Manage relationships with external partners to provide Clubs with valuable tools and services
- Contribute to the creation of best practices, policies and guidelines in support of Club performance and commercial opportunities
- Determine valuable metrics and execute delivery of custom and monthly reporting on Club digital performance

CRM Marketing Associate at Urban Outfitters

Philadelphia, PA | April 2015 - June 2015

- Developed and executed app marketing technical and operational strategies in support of broader company objectives
- Managed and executed in store beacon marketing and testing strategies to grow overall program
- Coordinated with HTML programmers and digital artists on execution of dynamic content
- Monitored and tracked app key performance indicators by campaign, segment, and session compared to plan and year-over-year results

Digital Marketing Coordinator at Mambo Sprouts Marketing

Collingswood, NJ | February 2014 - March 2015

- Built and maintained all web pages and graphics
- Coded and deployed on average 3 email campaigns per week to database of 150,000 subscribers
 - Increased email subscribers by 50%
- Developed overall social strategy and managed content calendar
- Created and managed all web and social analytics reporting