

KEVIN CHRISTMAN

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SKILLS

Software

Adobe Creative Suite
JIRA + Confluence
Basecamp + Trello
Salesforce Marketing Cloud

Web

HTML + CSS
Drupal + WordPress
Email Marketing + CRM
Google Analytics + DoubleClick

Social

Major Platforms + HootSuite
Facebook Business Manager
CrowdTangle + Shareablee

Other

Project Management
Client Services + Customer Service
Partner Relationship Management
Event Management

EDUCATION

The College of New Jersey

Ewing, NJ | 2009 - 2013
B.S. in Computer Engineering

SOCIAL



EXPERIENCE

Senior Coordinator, Digital Club Services at Major League Soccer

New York, NY | June 2015 - Present

- Work directly with MLS Clubs to support digital efforts and drive business results
- Train Club digital staff on custom Drupal CMS, responsive web design, analytics tools, and other digital platforms
- Contribute to the development of digital strategy, policies, and guidelines in support of Club digital performance and commercial opportunities
- Identify digital trends to share best practices with Clubs in the form of webinars and helpful documentation
- Coordinate with Development team to help manage web migrations, assist in testing, report bugs, propose features

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 coders 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 on MamboSprouts.com
- Coded and deployed approximately 3 email campaigns per week
 - Increased email subscribers by 50%
- Managed all web and social analytics reports
- Developed social strategy and managed content calendar
- Designed marketing creative for company and clients

OTHER WORK

MLS Article - Story published on MLSsoccer.com

Tipem - iOS app to calculate tips

ID Maker - Web app with 1,000,000+ views in three months