

Chris Stiles

Objective Statement

Leverage my business degree, marketing experience and decade of web design expertise at a company that empowers me to make a difference.

Education

Graduated: 2014

Chapman University

Bachelor of Science, Business Administration with an Entrepreneurship Emphasis
Minor in Graphic Design

Work Experience

Online Marketing Specialist at Fremont Bank **January 2015-Present**

Plan, design, code and manage **all email marketing** for residential lending group
Create landing pages for PPC campaigns. Track results and test variations over time to **optimize conversions**
Lead cross functional initiatives to improve user experience

Senior Web Designer at VendCentral **January 2008-2015**

Oversaw the completion of over **200 websites**, significantly increasing leads and conversions for our customers
Designed and built MR-1 Product, winner of **2013 product of the year** in Automatic Merchandiser Magazine

Freelance Web Designer **January 2009-2015**

Planned, managed and executed custom online solutions for clients including **SEO** and **social media strategies**
Delegated work to offshores contractors

Qualities

Independent: Freelanced for over 5 years. Worked unsupervised for VendCentral while adhering to deadlines

Entrepreneurial: Launched CommentBee venture and CollegeBeats music discovery service

Creative: Long history of web and graphic design. Understand successful branding, advertising and marketing strategy

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Technical Skills



HTML/CSS



Online Marketing



SEO



Adobe Photoshop



Adobe Dreamweaver



Adobe Illustrator



Adobe After Effects



Adobe InDesign



Microsoft Powerpoint



Microsoft Excel



Microsoft Word