

CHRISTIAN RHEA

DIGITAL MARKETING COORDINATOR

INFO

ADDRESS

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80216

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LINKS

LinkedIn:

<https://www.linkedin.com/in/christian-rhea-a3b94087/>

Portfolio:

<https://www.cnicbranding.com>

SKILLS

Excellent Communication

Emotional Intelligence

Exceptional Presentation
and Public Speaking

Creative Mindset

Content Creation

Copywriting

Able to manage and
implement Social Media
campaigns

Digital Photography

Innovation

Consulting

Content Research &
Development

Market Research

Media Planning

Event Coordination

PROFILE

Experienced and enthusiastic marketing professional with over four years of experience effectively managing marketing and event projects from conception to completion. Accomplished in using digital marketing platforms to increase sales and overall company productivity. Experienced in preparing and overseeing online marketing campaigns, resulting in increases in brand exposure and online trafficking. Pragmatic and result oriented, capable of monitoring and reporting marketing objectives, to maintain necessary internal communications within the company. Mindful of cultivating professional relationships and inspiring team members to always push further.

EMPLOYMENT HISTORY

Social Media & Community Engagement Manager, Ginger and Baker

Fort Collins

Aug 2017 – Dec 2018

- Composed client oriented social media toolkits that outlined strategy, copywriting, visuals, editorial calendars, media analysis, monitoring tips, and online brand guidelines.
- On-boarded four quarterly social media toolkits, that increased online recognition by 578% over the course of a year in brand following, engagement, and online awareness.
- Organized and implemented social media calendars in accordance with the client's marketing or event plans.
- Created analytic reports that outlined comparative data from past social media efforts and campaigns, which helped in the restructuring of new strategies, budgets, and tactics.

Media Specialist & Podcast Coordinator, Colorado State University, Office of the Vice President for Research

Fort Collins

Aug 2017 – Dec 2018

- Produced podcasts series centered around innovation and research. "The State of Research Podcast" production duties included researching topics, coordinating guests, interviewing, creating marketing materials, and managing each production phase.
- Developed and implemented extensive marketing plans that upheld step-by-step communication efforts outlining specific goals, in quantifiable and measurable ways, for every project initiated by the communications team.
- Trained and guided student interns to manage and create valuable content strategies for the offices' website, blog, social media, and on-going campaigns.

Grit Digital Health: Digital & Programming Specialist, Cactus Advertising

Denver

Apr 2018 – Sep 2018

Logistics

Educational Philosophies

Judgement and Decision Making

MailChimp

CMS

Management

Goal Oriented

Digital Media

Customer Service

Microsoft Office

Microsoft PowerPoint

Microsoft Excel

Adobe Creative Suite

Adobe Photoshop

Adobe Premiere Pro

Adobe Audition

HOBBIES

Trail Running, Marathon Training, Hiking, Swimming, Creative Writing, Reading, Photography, Cooking, Volunteering, Self-Development, Researching: Psychology, Anthropology, Physics, & Communications

- On-boarded over six universities in six months, with an industry leading mental health and wellness platform called YOU at College, designed by Grit Digital Health.
- Prepared, drafted, edited, and published website content, social media posts, website copy, and other communicative demands needed to customize YOU at College for each university.
- Developed two social media toolkits and monitored the implementation process of each. Analytic reports were created to help client foresee potential growth, as well as insights on their return on investment (ROI) regarding their social media efforts.

INTERSHIPS

Office of CSU Events & Donor Engagement, University Advancement, Colorado State University

Fort Collins

Aug 2015 - Jul 2017

- Drafted and executed detailed event plans that outlined and tracked each step of the event process. Plans serviced all individuals on the team producing, managing, and coordinating event logistics.
- Along with event plans, event marketing strategies were outlined to help publicize event(s) and display creative concepts/ themes for each event(s).

VOLUNTEER POSITIONS

TEDx Mile High Conferences

Denver

Jun 2016 - Present

Event Assistant

Museum of Contemporary Art

Denver

Sep 2018 - Present

Event Assistant

Denver Film Society

Denver

Oct 2018 - Present

Event Volunteer

EDUCATION

Colorado State University, Bachelor of Journalism and Media Communications

Fort Collins

2013 - 2017

REFERENCES

Lauren Klamm, Director of Communications and Events from Colorado State University, Office of the Vice President for Research

Lauren.Klamm@colostate.edu | 970-491-6535

Michael Humphrey, Assistant Professor from Colorado State University, Journalism and Media Communications Department

michael.humphrey@colostate.edu | 816-679-5928

Kate Cooper, Director of Events from Ginger and Baker

Kate@GingerandBaker.com | 970-223-7437 ext. 102

Cathy Christiansen from Big Olive Creative

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