

# CHRISTOPHER HOWARD, JR

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## Skills Summary

Professional Web Manager & Digital Marketer with over 8 years of experience. Proficient in technical SEO, web personalization, A/B testing, analytics, and social media. Proven success in running inbound marketing campaigns and implementing marketing strategies that have pulled in a 20% increase in qualified leads. Skilled, creative, and innovative.

## Experience

### **Talkdesk**

*Web Personalization Manager | 04-2021 - Current*

- Worked with digital leadership to define, own, and personalize Talkdesk corporate website roadmap, driven by business strategy and prioritization to ensure alignment across all areas of Marketing.
- Coordinated and managed all personalization projects of large scale, high-mid revenue generating campaigns focused on audience segments and behavioral targeting using multivariate testing and A/B testing to increase targeting efforts and improve conversions
- 100% success rate against quarterly and yearly roadmap
- Implemented and deployed Salesforce Interaction Studio without the partnership of outside vendors (saving the company \$10K in implementation costs).

### **Senior SEO Specialist**

*Forthea Interactive Marketing | 07-2020 – 04-2021*

- Worked with digital leadership to define, own, and personalize Talkdesk corporate website roadmap, driven by business strategy and prioritization to ensure alignment across all areas of Marketing.
- Coordinated and managed all personalization projects of large scale, high-mid revenue generating campaigns focused on audience segments and behavioral targeting using multivariate testing and A/B testing to increase targeting efforts and improve conversions
- 100% success rate against quarterly and yearly roadmap
- Implemented and deployed Salesforce Interaction Studio without the partnership of outside vendors (saving the company \$10K in implementation costs).

## **Digital Marketing Manager**

*PROS Holding, Inc. | 07-2019 – 07-2022*

- Worked with digital leadership to define, own, and personalize PROS corporate website roadmap, driven by business strategy and prioritization to ensure alignment across all areas of Marketing
- Collaborated with internal teams to drive website personalization by industry, account, and geography.
- Led account-Based Marketing initiatives, including onsite and offsite strategies

## **Digital Marketing Manager**

*The Clix Group, Olivette, MO | 06-2017 – 07-2019*

- Published content, maintained a continuity of themes, designed layouts, streamlined navigation, and increased online presence to potential customers for over 100+ clients
- Developed, executed, and refined a baseline of recurring reporting, research, and analytic process including but not limited to keyword and competitive research, and backlink, CMS, and analytic audits
- Reported to management regarding team performance, value, and growth potential, involved in formal evaluations

## **Technical Profile**

HTML - Search Engine Optimization (SEO) – JavaScript – Microsoft Word – Microsoft PowerPoint - Salesforce – WordPress – Google Analytics – Figma – Google Docs – Adobe Creative Cloud – SEMRush – BrightEdge – Asana – DemandBase – Crazy Egg – Rank Ranger – Hotjar – Google Tag Manager – Search Console – Salesforce Interaction Studio (Evergage) – Jira – 6Sense – SQL

## **Education**

**Bachelor of Arts: Graphic Design | Southern Illinois University  
Edwardsville**

## **Affiliations**

American Institute of Graphic Arts, 2007 – present

Phi Beta Sigma Fraternity, Inc., 2008 – present

Digital Dealer, Las Vegas, 2014

SMX, New York – Search Marketing Expo & Conference 2015

MozCon, Seattle – 2016