

Christopher G. Ferman

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Summary

A self-starter who is energetic, creative, tactical and analytical with experience in all areas of digital marketing, including research, content (video and copy), SEM, SEO, direct and social marketing, and events. I have a passion for helping to deliver profitable revenue growth by increasing consumer engagement, conversion rates and program effectiveness. Skilled in creative design, common marketing technologies and applications, tactical marketing operations and project management.

Work Experience

Perfection Floor Tile - VP of Marketing & Media

2008 – 2020

Started as Manager and promoted up to VP. Strengthened company's business by leading implementation of a company-wide market strategy and overhauling marketing operations. Oversaw campaigns and reported on performance. Helped to grow company sales from \$800K to \$6.2M in first five years by expanding presence online, reaching new customers through targeted marketing campaigns and using creative marketing programs to introduce products into new markets.

- Developed marketing strategy for all geographies and customers
- Oversaw creation of all marketing materials and media content
- Managed implementation of direct and online marketing, advertising and PR campaigns
- Streamlined marketing operations by implementing data analytics and tracking tools; and introducing marketing automation programs
- Collaborated across the organization to shape brand identity and ensure customer experience met brand promise
- Organized and managed trade shows

Music Director/Computer Teacher – High/Middle/Elementary School

1997 – 2009

I created a music and computer program for students, which effectively utilized staff and school facilities, and reduced class costs and improved the financial condition of the music program. I successfully reorganized the music program to include new technologies, including video lessons and online learning. Redeveloped the computer classes to become multimedia focused - including video editing and animation.

- Conducted, Orchestrated, and Planned Music Program
- Developed music curriculum that utilized new technologies
- Redeveloped the computer classes to become multimedia-focused
- Developed educational program that included Multimedia and film production
- Wrote and developed the educational program based on state standards

Additional Relevant Experience

Markers In Motion - Founder

2001 – Current

Ran and operated an educational production company in which children can make their own short-films and videos. From development to pre-production, production, post-production, and marketing, I built and fostered an environment in which the creative talents of the children flourished.

- Filmed and produced films for children
- Advanced production quality of work across mediums
- Developed and built creative trust and credibility
- Participated in creative development, built on ideas and executed collaboratively

Boy Scouts of America (BSA) - District Chair / Misc. Leadership Positions

2009 – 2021

Responsible to the council president and the vice president of district operations to run the program of Scouting in their district as directed by the executive board of the council.

- Coordinate the work of the district to ensure the success of the units in the district.
- Identify and recruit people as operating committee chairs.
- Plan and preside at district committee meetings.
- Represent the district on the executive board.
- Responsible for all communication between the council and the district.
- Ensure that the district shows improvement in its Journey to Excellence.

Past Memberships/Community Organizations

- Holy Trinity Academy - School Board Member, Phoenix, AZ
- Phoenix Film Participant
- Contributor to the *Alpenhorn Newspaper*

Education

- Bachelor of Arts: Music Major & Art History Minor – California State University
- Film/Video Production – UCLA
- Teaching Credential – California State University

Computer Skills

Graphic Design & Print	Sound & Music	Internet, Web, Marketing
Digital & Offset Printing Pre-Press	Avid Pro Tools, Adobe Audition	HTML hand scripting, Javascript & CSS
Variable Data Technologies	Finale Music Notation, Avid Sibelius	Adobe Flash & Dreamweaver
Typesetting, Layout & Design	Sound Studio (feltpip)	WordPress, SquareSpace
Illustration & Animation	Musical Instrument Digital (Midi)	Hosting, FTP
Illustrator, Photoshop, InDesign		Vocus, HotSpot, MailChimp
Microsoft Office, Quark Xpress		
Other Media	Systems	Machines
3d Modeling – Blender 3d	Hardware Repair, Networking & A/V	HP Scitex and Software
Video Editing – Final Cut Pro, Premiere	Mac OSX, Windows	

Additional Skills

Producer, Film

- Film and produce films for client and agency initiatives
- Advance production quality of work across mediums
- Develop and build creative trust and credibility with creatives across all accounts
- Participate in creative development, build on ideas and execute collaboratively
- Meet fiscal responsibilities with client and agency budgets
- Provide direct and fair feedback on production execution to production support teams
- Secure financing for films