

CHRISTOPHER HARRIS

452 Garrison Forest Road, Owings Mills, MD 21117 • (410) 999-7735 • emailchrisharris@gmail.com

CAREER SUMMARY:

I am a proven ***Integrated Digital Marketing Practitioner, Consultant, Educator and Entrepreneur***. My career focus is learning, mastering and teaching the following: (1) Drive-2-Web Strategies, (2) Analytics (3) Data Management (4) Channel Expertise (5) CRM (6) Integrated Marketing Best Practices (7) Integrated Retail (8) Entrepreneurship. The resulting experience is a combination of tested integrated marketing skills, top-rated training and an entrepreneurial drive. Because I have recognized and positioned myself ahead of the convergence of mediums and technology, I am considered a marketing technologist. Consequently, I have a working knowledge of how to best leverage technology to achieve marketing campaign goals within budgetary constraints. I am effective in my work because of over 20 years of practitioner experience in web, television, mobile, social, display advertising and print marketing channels in the B2C and B2B spaces.

I have contracted with such notable companies as Mutual of Omaha Insurance Company, Warner Bros Entertainment, UPS, Westwood One, Le Coq Sportif, Helly Hansen, Ericsson, Coca Cola, McDonald's, Disney, IBM and Nokia. My work is not confined to Fortune 1000s and many of my most rewarding work has been with new ventures and small to mid-sized firms looking to improve their integrated digital marketing results. I have worked as a television producer in New York City, launched an international direct to consumer apparel business, built the North American operations for a European mobile applications firm and spearheaded the creation of a multichannel marketing division for a leading experiential marketing agency. My latest venture is a lifestyle/healthcare apparel brand named TWYLL.com (The Way You Live Life).

As an educator, I teach *Marketing Management, Marketing Strategy, Marketing Entrepreneurship, Customer Relationship Management, Digital Marketing & Social Media, Integrated Marketing Communications, The Marketing Environment, Principles of Marketing and Global Strategy* for The Johns Hopkins University Carey Business School. I have been the featured *Integrated Digital Marketing* instructor (in-person and on-line) for the Direct Marketing Association (DMA). I also taught for the University of California Irvine, where I designed on-line digital marketing courses in Mobile Marketing and *Digital Display Advertising*. I have an MBA from the Thunderbird School of Global Management while specializing in Country Risk Analysis and Business Intelligence.

MARKETING PRACTITIONER EXPERIENCE:

My work is an update of classic public relations, advertising and branding that incorporates new media best-practices and technology. The result is an integrated on-line and off-line marketing and sales mix that speaks through many mediums, with one voice, all the time. I identify my target audiences and then match their use of technology with my campaign goals. This can be complex and to realize my goals I have created a proven integrated marketing production process that plugs into any industry vertical and is data driven. My campaigns are measurable, accountable and optimized to be flexible. They range from building brand awareness to driving action.

Integrated Digital Marketing Skills:

- Discovery, Strategy, Tactics, Production & Execution
- Website CMS Design/Development
- Mobile App Design/Development (Android/iPhone)
- Integrated Multichannel Digital & Print Design
- Multimedia Digital Copywriting & PR
- Digital Analytics & CRgM Best-Practices
- Database Management & Customer Segmentation
- Database Mining & Persona Building

Marketing Channel Expertise:

- Search Engine Marketing (SEO & Paid Search)
- Social Media (Facebook, Twitter & Blogging)
- Display (Ad Networks & Behavioral Exchanges)
- Direct Mail, Email, PURLs & QR Codes
- Digital Video/Audio Production & Distribution
- Experiential, Guerilla & Outdoor Marketing
- Broadcast (Television, Radio & Print)
- Promotional (Coupons, Continuity & Premiums)

Multichannel Focus, LLC

Principal – Integrated Digital Marketing Consulting Agency

Baltimore, MD
2009 - Present

Becker Group

Director of Direct Response Marketing – Experiential Marketing Agency

Baltimore, MD
2005 – 2009

3united mobile solutions USA (acquired by VeriSign)
Director Sales & Marketing USA – Mobile Marketing & Application Company

Vienna, Austria / New York, NY
2003 - 2005

Graham Harris Trading Company
Founder/President/CEO – Direct Response Marketing B2C Retailer

Philadelphia, PA
1997-2001

“USA Live” / USA Networks
Producer - Live, National TV Show

New York, NY
1995-1997

MARKETING CONSULTING EXPERIENCE:

I specialize in integrated digital marketing consulting services, instructional design and training. I am hired to fill knowledge, capability and capacity gaps. I am also contracted for in-house training seminars. My work is designed to yield high performance digital results by providing clear, concise metric based solutions which are easily quantifiable. When it comes to the architecture of any digital strategy a solid blueprint is essential. This includes having defined targets which are functional, meet the end objectives and yield a high ROI. I coach clients on the necessary elements of data-driven marketing systems and I design industry specific roadmaps. My work drives revenue for start-up and high-growth companies. I have an extended team of digital consultants in multiple disciplines who are readily available for scalable projects. Client roster includes: Transactional (eTailers & Retailers); Tactical & Campaign Management (Service Providers & Agencies); Strategic (Corporate Brands).

Integrated Digital Marketing Consulting Specializations:

- **Corporate Training**
- **Instructional Design and LMS Development**
- **CMS Website Design and Development**
- **Marketing Touchpoint Audit**
- **Organizational Development**
- **Market Research**
- **Creative Direction**
- **Responsive Design**
- **Business Intelligence & Market Research**
- **Strategy & Tactics Planning**
- **Content Marketing (SEO and PPC)**
- **Content Repository Design and Development**
- **Customer Relationship Management**
- **Digital Analytics**
- **Offline and Online Integration**
- **Print Media Production and Management**

Multichannel Focus, LLC (www.multichannelfocus.com)
Principal – Integrated Digital Marketing Consulting Agency

Baltimore, MD
2009 - Present

MARKETING EDUCATOR EXPERIENCE:

My teaching philosophy is to create a holistic learning environment that presses my students to stretch, grow and realize a ROI for their course time and investment. I combine theoretical concepts with case study learning to build a solid subject foundation. I then require active interaction with and amongst the students while simultaneously applying my hands-on practitioner and consulting experiences to my lectures and on-line discussions. I have been hired to design and deliver original and timely marketing content and course materials for today's market. I teach in-person lectures & virtual on-line seminar sessions. I specialize in graduate and executive students. At The Johns Hopkins - Carey Businesses School MBA program I teach marketing and global strategy courses. I am the featured integrated marketing instructor for The Direct Marketing Association where I wrote and built the DMA's online learning module entitled *Integrated Marketing in the Digital Age*. I am the creator and instructor of on-line *Mobile Marketing* and *Digital Display Advertising* marketing courses for The University of California Irvine.

Subject Names and Descriptions:

- **Digital Marketing & Social Media (Course Lead):** The digital marketing environment including the history of the Internet, new/emerging digital trends, website design and development best practices, and digital messaging/creative best practices.
- **Customer Relationship Management (CRM) (Course Lead):** Definition and overview of CRM, with a detailed evolutionary trend from database management to the current use of big data and analytics in the multichannel environment.
- **Marketing Management:** A key objective of this course is to introduce students to the concepts, issues, and activities that comprise the responsibilities of marketing managers.

- **Marketing Strategy:** Students gain in-depth understanding of marketing strategy and experience the role of senior business executives in formulating, implementing, and evaluating marketing strategies for a variety of real-world business scenarios.
- **Integrated Marketing in the Digital Age:** An examination and assessment of marketing channels and technology and how brands, content providers and retailers can develop a One-2-One dialog with their target audiences leveraging data.
- **Integrated Marketing Communications:** Managing the process through which staff and agencies with different objectives can work together to create powerful campaigns that communicate a consistent message through multiple channels.
- **The Marketing Environment (Course Lead):** Marketers of today need to possess knowledge about the global economy and how his/her firm is impacted by the MacroEnvironment, MicroEnvironment and InternalEnvironment factors of marketing.
- **Principles of Marketing:** Strategies for successfully targeting markets and positioning products as they apply the four elements of marketing: developing product lines, determining pricing, selecting distribution, and designing promotions.
- **Global Strategy:** Managers need to be able to identify strategic opportunities and challenges in the global economy at the country, industry and firm-level while incorporating the multiple perspectives, functions, and interests from within a MNF.
- **Mobile Marketing (Course Designer):** Marketers should understand how mobile technology has fundamentally transformed personal communications. An essential marketing discipline for organizations and individuals.
- **Digital Display Advertising (Course Designer):** Critical for marketers to learn this type of advertising, and also how to integrate it with the Internet marketing structure while evaluating the impact of banner advertising in a marketing campaign.

School Service and Descriptions:

- **Hopkins Honor Council:** Faculty representative on the business school honor council.
- **Hopkins Assistant Varsity Baseball Coach:** Volunteer undergraduate coach and graduate school recruiter.
- **Innovation Factory Club Advisor:** Hopkins student club that sponsors and organizes conferences and networking events.
- **Tech Club Advisor:** Hopkins student club focused on learning about and leveraging cutting-edge technology.
- **Entrepreneurship Club Advisor:** Hopkins student club focused on entrepreneurship best practices and opportunities.

Johns Hopkins University – Carey Business School
MBA Marketing Lecturer – Full-Time Faculty

Baltimore, MD
March 2010 – Present

The Direct Marketing Association, Inc.
Marketing Instructor – DMA Education

New York, NY
May 2011 – Present

The University of California Irvine
Extension Marketing Professor

Online / Baltimore, MD
February 2012 – April 2013

ENTREPRENEUR/RETAILER EXPERIENCE:

I founded TWYLL (The Way You Live Life) after suffering through two debilitation bouts with Lyme disease. It is a preventative healthcare clothing line. TWYLL is the updated line of clothing from my original apparel and accessories company (Graham Harris Trading Company). Authentic, fashion-forward, well-made apparel and goods from just around the corner and the world at large. TWYLL clothing, shoes, bed nets, and outdoor gear is treated with a EPA-registered pesticide called permethrin to kill or repel insects such as mosquitoes and ticks. The U.S. and British Military have been using permethrin to treat combat uniforms for over 20 years to protect soldiers from diseases carried by insects. Permethrin is the only pesticide approved by the EPA for the use of treating clothing as an insecticide. When it is applied properly, permethrin binds tightly to the fabrics, resulting in little loss during washing and minimal transfer to the skin. Extensively tested and studied, permethrin is poorly absorbed through the skin, making it safe for pregnant women, nursing mothers and children.

TWYLL.com (The Way You Live Life)
Founder/President/CEO – Direct Response Marketing B2C Retailer

Baltimore, MD
2017-Present

Graham Harris Trading Company
Founder/President/CEO – Direct Response Marketing B2C Retailer

Philadelphia, PA
1997-2001

EDUCATION:

Thunderbird School of Global Management
Master of Business Administration in International Management
Specialization: Country Risk Analysis & Business Intelligence
Honors: Pi Sigma Alpha Honor Society (International Studies)

Glendale, AZ
December 2002

DIGITAL MARKETING CERTIFICATION TRAINING:

University of San Francisco Master Certification in Internet Marketing	Online / San Francisco, CA January 2010
E-Careers Webmaster Certification	Online / London, England September 2012
Hubspot Academy Inbound Marketing Certification	Online / Cambridge, MA October 2017
Facebook Facebook Blueprint Certification	Online / Menlo Park, CA Pending 2018
Google Google AdWords Certification	Online / Mountain View, CA Pending 2018

ADDITIONAL INFORMATION:

Computer Skills:	MS Office Suite; Adobe Acrobat; Adobe Photoshop; Adobe Indesign; Baan; Hobson EMT
Internet Tools:	Drupal; Wordpress; Joomla; Google Analytics; Google AdWords; Yahoo! Web Analytics; Facebook Blueprint; Omniture; Alexa; Prezi; SugarCRM; Salesforce; Moodle; Blackboard
Web Knowledge:	ActionScript 2.0; AJAX; CGI/Perl; CIW Security; Dreamweaver CS4; Dynamic HTML; Flash CS4; HTML5, GUI Design; JavaScript; PHP and MySQL; WebSphere 7.0; XML
Organizations:	Direct Marketing Association; Mobile Marketing Association; eMarketing Association
Activities:	Ran multiple Army Ten-Milers in Washington, DC. Avid traveler. Baseball fan.
Community:	Board of Trustees – Irvine Nature Center (current)