



Chase Christensen

Digital Marketer

CONTACT



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chasechristensen.org

SKILLS

>> PROFESSIONAL

- Management
- Communication
- Leadership
- Critical Thinking
- Problem Solving

>> TECHNICAL

- Paid Social
- Paid Search/PPC
- Social Strategy
- Analytics
- Adobe Suite
- Digital Ads
- Writing

PROFESSIONAL STATEMENT

I am a Facebook Blueprint- and Google-certified digital marketer that enjoys building and developing full-funnel solutions that drive trackable data-driven results. I enjoy digging into the consumer psyche in order to develop more effective strategies that drive both engagement and business. I'm also a passionate storyteller who loves to build content that uses cutting-edge technology to deliver brand messaging that turns fans, or even haters, into super fans.

EDUCATION

BACHELORS OF SCIENCE, PUBLIC RELATIONS

Utah State University, Logan UT

September 2008 - May 2014

WORK EXPERIENCE

SOCIAL MEDIA MANAGER | MOUNTAIN AMERICA CREDIT UNION

Aug. 2019 - Present

At Mountain America, I am responsible for guiding a social media team that focuses primarily on content production, paid social strategies, and organic account optimization. I work closely with internal departments to produce effective social content and ads that help drive the goals of the company forward. My responsibilities include advanced pixel integration, customer journey mapping and ultimately demonstrating ROI and ROAS on all digital ads. During my time as social media manager at Mountain America, I have seen returns on campaigns as high as 8.7X. I also have gained substantial experience in influencer marketing as we use brand ambassadors to reach new audiences.

SOCIAL MEDIA DIRECTOR | SALT CITY GARAGE

Nov. 2019 - Present

As social media director at Salt City Garage, I am responsible for understanding clients' digital needs and turning them into fully-actualized strategies that move prospective customers through the marketing funnel from awareness to conversion. Whether it is paid social, display/PPC, or strategies focused on organic reach and engagement, I am responsible for hitting all our client's overall goals. I have worked with clients spanning the gamut from e-commerce to B2B. My ads have resulted in up to 10.56X ROAS.

SOCIAL MEDIA SPECIALIST | MOUNTAIN AMERICA

June 2018 - Aug. 2019

I worked closely with channel managers to develop full-funnel social media marketing strategies that resulted in trackable and efficient conversions. I aided in the development of complex social media marketing strategies that involved advanced pixel implementation and optimization, as well as custom conversions and audience creation. I developed and implemented lookalike audiences that decreased conversion costs and increased ROAS. I used Facebook Analytics to optimize organic reach as well as audience targeting. In addition to my paid social media marketing duties, I helped develop new tactics for organic reach and growth and developed advanced video best practices and deployment strategies.

SKILLS

>> PROFESSIONAL

Organic Optimization

Photography

Video Strategy

Design

Google Analytics

Employee Advocacy

WordPress/CRM

HTML/CSS

CERTIFICATES

FACEBOOK BLUEPRINT

Professional Media Buyer
27 June 2019

FACEBOOK BLUEPRINT

Certified Facebook Ads
Developer 1
Feb. 2020

GOOGLE GARAGE MARKETING CERTIFICATE

Google
June 2018

SOCIAL

fb.com/chase.christensen2 

twitter.com/ChaseChris8 

li.com/in/chasechristensen/ 

instagram.com/ChaseChris8 

EXPERIENCE CONTINUED

EDITOR-IN-CHIEF/SOCIAL MEDIA MANAGER | LSX MAGAZINE

May 2016 - June 2018

As the editor and social media manager of LSX Magazine, I handled all day-to-day operations of the magazine including managing all social media pages with more than 1.2 million fans. This included all paid and organic digital posting strategies and content development. In addition to paid social media, I also utilized paid search and PPC ads to drive traffic to the site. I helped produce several debut web series shows and served as the executive manager to a team of eight. I also served as a part-time talent for multiple shows. I managed all content calendars, freelancers, and staff and served as the principal photographer and copywriter for the magazine.

PUBLIC RELATIONS SPECIALIST | IVANTI

May 2014- May 2016

As a public relations specialist at Ivanti, I managed five separate in-house brands on multiple social media channels. My responsibilities included social media strategy development, social media marketing, content development, and customer response and support. I also assisted in the development and placement of internal communications, press releases, and marketing materials. I served as the copy editor for Ivanti's blog and assisted in content creation. I piloted and managed our internal employee advocacy program via SocialChorus and aided employees with developing strategies to build their social presence and brand.

ACCOUNT EXECUTIVE | TRUE BLUE COMMUNICATIONS

March 2013 - May 2014

Working with the Student Sustainability Office, I helped re-brand the department to increase student engagement and awareness. I also developed a comprehensive communications plan that outlined how we would reach our goals as efficiently as possible. I managed their social media channels to reach a broader audience and increase attendance at events. I aided in the development of a new logo and created a plan to increase brand recognition for the new look.

REFERENCES



ROGER SENG

Founder, Salt City Garage

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