Christopher Applicant

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MARKETING ENTREPRENEUR

*Utilizing creativity, leadership, and teamwork to design and execute solutions*

Effective communicator with ability to create marketing materials valuable to both clients and end users.

Key skills include:

|  |  |
| --- | --- |
| * Client relations * Process improvement * Forecasting | * Project design and management * Budget planning and development * Web design |

PROFESSIONAL EXPERIENCE

SACKS MEDIA, *North, Okla.*

**PARTNER/CO-FOUNDER** (June 2017—Present)

Design and manage clients’ websites utilizing new search engine techniques to increase customers.

*Notable accomplishments:*

* Helped build company from the ground up.
* Developed and handled marketing campaigns and budgets for a variety of businesses in different industries and markets.
* Extensive experience handling a variety of different clientele through various levels of communication, from college deans to independent contractors.

PARADISE LOST GROUP, *Gotebo, Texas*

**MARKETING COORDINATOR** (May 2015—May 2017)

Oversaw all marketing efforts, including management of three field representatives.

*Notable Accomplishments:*

* Redesigned website to better serve contracted insurance agents.
* Designed presentation materials to better display the value of our product vis-à-vis competitors.
* Used and maintained contact software to organize and manage more than 500 independent agents.
* Analyzed and rewrote procedures/training manuals to improve efficiency.

EDUCATION & CREDENTIALS

**GOTEBO UNIVERSITY**, Gotebo, Texas

Master of Business Administration (Emphasis: Human Resources Management), 2015

**UNIVERSITY OF MASSACHUSETTS**, Amherst, Mass.

Bachelor of Business Administration (Emphasis: Human Resources Management), 2013