

Jon Christens

Marketing & Communications Lead

Multi-disciplinary marketer and communications leader with a 15-year track record of driving audience engagement across B2B, B2C, and internal corporate communications campaigns. Well positioned to fuel positive brand equity, awareness, and growth for a wide variety of organizations given specialized knowledge and background in the advertising, media, and martech industries.

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📍 Chicago, USA

🌐 jonchristens.com (password: jcsamples)

SKILLS

Corporate Marketing and Communications Lead Generation Marketing Analytics Content Marketing SEO SEA

Social Media Marketing B2B Marketing Public Relations Media Relations Internal Communications

Crisis Communications Brand Strategy Conference Speaker Placement Awards Submissions

Project and People Management Reputation Management Event Promotions and Management Website Management

Employee Engagement Videography (pre- through post-production) Graphic Design (Adobe Creative Suite proficiency)

WORK EXPERIENCE

VP, Marketing & Communications

Kelly Scott Madison

06/2022 - 10/2023

Chicago, IL

Media and Advertising Agency

Remit and Results:

- Led omnichannel external marketing and communications strategy to promote the agency, overseeing paid, earned, and owned components inclusive of SEA, SEO, social media, programmatic display, email, media relations, and cross-discipline content creation (proprietary research, POVs, webinars, and videos).
- Accelerated prospect nurturing campaigns by establishing action-based scoring methodologies and automated follow-up to increase volume and velocity of new business opportunities; tripled high-quality website traffic, grew opt-in prospect database by 175%, and doubled annual inbound sales qualified leads in just the last two years.
- Launched new media relations efforts that secured agency coverage in numerous top-tier publications including *The New York Times*, *Mashable*, *Digiday*, *Business Insider*, *eMarketer*, *AdExchanger*, *MediaPost*, *Ad Age*, *Adweek*, *Campaign U.S.*, and *eMarketer*.
- Spearheaded agency award submissions and netted notable wins including AdExchanger's Programmatic Power Players, Ad Age's Marketer of the Year (with Tito's Vodka), an Effie (with Trolli), and PMQ Magazine's Top Marketing Campaign (with Cicis Pizza).
- Expanded internal agency communications, inclusive of crisis communications, employee engagement and culture outreach, all-agency town halls and QAs, and ghost writing for executive team memos and addresses; Glassdoor score increased by 25% during most recent campaign with specific subcategory score increases across Culture (up 20%), Leadership (up 23%), and DEI (up 17%).
- Reported to KSM's President throughout 12-year agency tenure; managed team of design, research, and marketing specialists; and worked cross-discipline with executives and subject matter experts on content and go-to-market messaging initiatives.

Director, Marketing & Communications

Kelly Scott Madison

05/2015 - 06/2022

Chicago, IL

Remit and Results:

- Developed marketing-focused research operations to drive additional visibility and value for our intellectual property; secured high-profile coverage in *The New York Times* and *Mashable* for most successful studies.
- Launched a new external-facing website and oversaw all content, design, and UX development; doubled average traffic and form conversions within the website's first year.
- Built the marcom department from the ground up by hiring and mentoring a team of in-house communications, marketing, and design support staff; core team stayed through remainder of my company tenure.

WORK EXPERIENCE

Communications Manager

Kelly Scott Madison

06/2011 - 05/2015

Chicago, IL

Remit and Results:

- Launched a thought leadership magazine as a prospecting vehicle; doubled average client retention rates over a period of three years.
- Expanded press focus to include recognition for high performing executives; tripled press features during the campaign's first year.
- Served as the center of excellence on newly formed internal and external communications function within the agency.

Channel Marketing & Media Relations Manager

TalentDrive

04/2009 - 06/2011

Chicago, IL

HR Technology Company Providing SaaS Applicant Tracking System (acquired by Aquent)

Remit and Results:

- Developed company's annual marketing plans and continuously executed against its program initiatives to drive increased engagement across entire channel partner network.
- Managed content and design needs for email marketing, conference marketing, industry research initiatives, and company's public and private (client-side) websites (including SEO and HTML coding optimization).
- Led collateral development and art direction across specialized sales campaign materials; highlights include building a company creds and technology overview presentation used to secure more than \$600K in venture capital funds, and developing content and leading design for a 60-page "Partner Program Book" that aided partner onboarding and deepened client retention.
- Secured positive company visibility in a variety of national media and HR trade outlets including *CNNMoney, Forbes, Bloomberg Businessweek, US News & World Report, Crain's Chicago Business, SI Review, HR Executive, ERE, Staffing Success Magazine, CNBC, PC Magazine, Human Resources Executive, Vault.com, and ZDNet.*

VOLUNTEER EXPERIENCE

South-East Asia Center

Community Resources

04/2018 - Present

Chicago, IL

Community Center Providing a Range of Support and Care to Infants, School-age Children, the Elderly, and Refugees

Support Focus:

- Parent outreach and active participation in multi-program promotional events.

Vovinam Vietvodao Chicago

Martial Arts and Self Defense

07/2022 - Present

Chicago, IL

Vietnamese Martial Arts Dojo and Chicago Chapter of the Worldwide Vovinam Martial Arts Community

Support Focus:

- Promotional marketing, lead generation, and running weekly classes alongside the Chicago chapter's master.

EDUCATION

Bachelor of Science in Journalism, Concentration in Public Relations | Minor in Entrepreneurship

Central Michigan University

2004 - 2008

Mount Pleasant, MI

LANGUAGES + CERTIFICATIONS

English

Native or Bilingual Proficiency

French

Limited Working Proficiency

Google Analytics

Full Professional Proficiency

Salesforce Marketing Cloud

Full Professional Proficiency