

KEVIN CHRISTMAN

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EDUCATION

The College of New Jersey
Ewing, NJ | 2009 - 2013
B.S. in Computer Engineering

SKILLS

Web

- HTML, CSS
- Drupal, WordPress
- Google Analytics, Google Ad Manager
- Adobe Creative Suite
- Salesforce Marketing Cloud

Project Management

- JIRA, Confluence, Trello, Basecamp
- Presentation Development
- Partner Relationship Management
- Strategic Planning

CERTIFICATIONS

Google Analytics Individual Qualification (IQ)

SOCIAL

🌐 /in/KevChristman
📘 /KevinChristman
🐦 @KevinChristman
📷 @KevinChristman

EXPERIENCE

Manager, Owned Platforms at Major League Soccer

New York, NY | April 2019 - Present

- Contribute to development of owned platforms growth strategy to drive increased value to websites, mobile app and CRM
- Assist in establishment of department KPIs and help prioritize product roadmap based on overall business goals
- Collaborate with Product team to gather requirements, review designs and QA builds throughout the product development cycle
- Coordinate with Sales and Partnerships teams to ensure all sponsor impressions and requirements are met in digital products
- Lead planning and coordination of product marketing campaigns

Senior Coordinator, Digital Club Services at Major League Soccer

New York, NY | June 2015 - March 2019

- Worked directly with MLS Clubs to develop and implement strategies to drive their digital business
- Served as team tech lead to concept and create innovative digital experiences in customized Drupal CMS
- Represented Clubs in regular meetings with development team to foster the creation of new tools to help Clubs meet business goals
- Determined valuable metrics and executed delivery of custom and monthly reporting on Club digital performance

CRM Marketing Associate at Urban Outfitters

Philadelphia, PA | April 2015 - June 2015

- Developed and executed mobile app marketing strategies in support of broader company objectives
- Coordinated with programmers and artists on execution of dynamic content in mobile app and email
- Monitored and reported on mobile app KPIs
- Managed and executed in-store beacon marketing and testing

Digital Marketing Coordinator at Mambo Sprouts Marketing

Collingswood, NJ | February 2014 - March 2015

- Led management of Drupal-based website and coupon platform
- Built and deployed weekly emails for promotions and partners using HTML and Salesforce Marketing Cloud
- Developed social strategy and maintained content calendar
- Created and managed all web and social reporting