**Christopher Michael Melendez**

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**PROFILE**: Data-driven marketing professional with a keen ability to turn data into innovative solutions

**SKILLS**

• Technical Skills: Salesforce, Google Sheets, Google Ads, Microsoft Excel, PowerPoint, Power Bi, SQL

• Professional Qualifications: Marketing Strategy, Product Marketing, Data Analytics, Product Innovation

**WORK EXPERIENCE**

**Slice** - New York, New York

***B2B Marketing Coordinator* May 2021 – Present**

• Manage SMB Referral program and increased referrals by 200% YoY through new incentive-based strategies

• Report performance on Google Ads and Facebook Ads campaigns, identifying areas of success and challenges

• Identity geographic areas for growth and develop marketing campaigns that specifically target local needs and trends

• Develop strategies for marketing affiliates program using partners to increase sales; consistently growing program sales by 10-20%

• Discovered new lead source focusing on pre-opened shops creating a stronger bond between new shops and Slice

• Manage menu product marketing strategies resulting in an 35% increase in upsells and 20% reduction in churn

• Engage in email strategy and campaign messaging targeting SMB’s technology needs to increase sales and general brand awareness

• Conduct all Salesforce marketing statistics pulls for reporting to provide strategic direction

**Albertsons Companies** - Pleasanton, California

Temporarily contracted via Kelly Services

***Marketing Associate***                              **March 2020 – September 2020**

• Identified industry trends to pinpoint areas for product and marketing growth for 7 categories on the product innovation team

• Performed 50 forecasts to determine the impact of new products on sales and market penetration

• Evaluated product positioning, engaged in market segmentation, and conducted competitive analysis to create product strategies across 12 categories to increase market share

• Developed marketing plans to increase product adoption for new products

• Built and organized a master database by integrating complex databases from multiple data sources, facilitating fast and easy retrieval of analytics that provided strategic direction

**Google** - Redwood City, California

Contracted via Artech Information Systems

***New Product Strategist***                                 **January 2019 – March 2020**

• Developed 22 data-driven product marketing and go-to-market strategies based on key performance metrics

• Constructed and conducted marketing research projects for new SMB technology products using user surveys and usage data

• Worked collaboratively in cross-functional teams with product management, marketing, product development, and other external partnerships to ensure successful product launches

• Created and implemented process improvements for analyzing research data resulting in more accurate analytics with a 50% reduction in errors

• Improved operational excellence through statistics resulting in 75% faster timeline projections

• Presented market research, user research, and creative solutions to marketing and product management teams

**ACTIVITIES**

**No Longer Voiceless (Nonprofit Start-up)**

***Marketing and Communications Director (Volunteer)* November 2020 – Present**

• Manage creative development and branding plans for the start-up to increase legitimacy, traffic, and donations

• Operate digital media and marketing campaigns driving 25% more traffic without incurring additional costs

• Report and analyze media analytics to pinpoint areas of success and opportunities

**2U Education**

***Learning Associate and Tutor (Part-time)***                                                                 **February 2020 – January 2022**

• Answer data visualization questions from students on subjects including R, SQL, Tableau, and Microsoft Excel

• Provide additional support to students as a tutor for digital marketing classes where students learn the basics of digital advertising (Google Ads & Facebook Ads), web analytics, e-commerce, video marketing, and search engine optimization (SEO)

**EDUCATION**

**Washington University in St. Louis, St. Louis, Missouri**                                                  **August 2014 – May 2018**

Bachelor of Science in Business Administration

• Major: Marketing   Minor: Educational Studies