

# CHRIS SHINDELBOWER

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## Professional Summary

Creative and marketing expert with over 25 years of experience. Specialized in integrated marketing, visual/UX design, video production, digital media, and development, offering a unique blend of creative, analytical, and technical skills to deliver innovative solutions. Proven track record in leading complex marketing strategies, technology integrations and inspiring teams to deliver high-impact results.

## Skills

- Marketing Strategy & Digital Campaigns
- Video Production & Motion Graphics
- UX Design & Interactive Media
- SEO & Marketing Automation
- Technology & Product Management
- Leadership and Management
- Partnership development
- Budget management
- Brand management

## Work History

### AVP of Marketing

Apr 2020 - Current

Bisk Education

Tampa, FL

- Optimized paid media resulting in 40% cost savings YoY and conversion rate improvements of up to 3X
- Tested and Integrated Generative AI tools like ChatGPT, Jasper.ai, and Runway into production workflows
- Streamlined new client onboarding and GTM strategies resulting in up to 50% faster time to market while launching multiple new certificate and master's degree programs for Emory University, Southern Methodist University and more
- Negotiated with vendors and agencies to reduce costs by up to 60%
- Assumed management of SEO, Marketing Automation (Marketo), Marketing Technology and Web Development functions from IT Department
- Led re-development of high-profile websites, enhancing user experience, organic search visibility, and reducing infrastructure costs
- Developed omni-channel marketing campaigns for new and legacy partner initiatives
- Managed transition to fully remote organization during pandemic, including restructuring and restaffing teams to align resources with adapting company priorities

## **VP of Marketing**

Nov 2018 - Apr 2020

Integrated Supply Network Inc.

Lakeland, FL

- Spearheaded expansion of enterprise marketing capabilities, scaling digital distribution for automotive equipment and tools to B2B and B2C markets
- Rapidly onboarded and published 150+ new product listings on Amazon, achieving immediate revenue growth through strategic product content optimizations and media campaigns
- Led complete redesign and migration of B2B e-commerce site to Magento Enterprise within tight 4-month deadline
- Created and launched Marketplace Management Solutions service, widening e-commerce distribution and listing optimization for suppliers with major retailers
- Established Master Data Management team, integrating Stibo Systems as the enterprise PIM solution, enabling scalable distribution to various endpoints
- Scaled marketplace advertising and product listing ad performance by over 200%
- Improved sales and marketing collaboration and email performance using Hubspot CRM

## **SVP of Creative and Content**

Oct 2008 - Oct 2018

Triad Retail Media

St. Petersburg, FL

- Directed the design, content, UX, front-end development and video teams, driving creative strategy and delivery of premium digital experiences for top-tier retailers and advertisers
- Instrumental in new business development, securing key accounts such as Walmart, Sam's Club, CVS, eBay, Kohl's, and Staples through strategic RFP responses
- Supported business development initiatives, notably the Walmart Online Media Program and Sam's Club In-Store Digital Signage and Triad's entrance into international markets with ASDA UK
- Strategized and executed award-winning campaigns for Pepsi/Frito-Lay and SC Johnson on Walmart.com
- Hands-on role in producing diverse content, including video, interactive content, dynamic landing pages, mobile apps, and personalized advertising
- Expanded creative team from 45 to over 100 members, fostering specialized skills to enable innovation and revenue growth
- Advised on company-wide initiatives aimed at improving processes, technology, analytics, and product development

## **Co-Founder, Head of Creative and Marketing**

Sep 2001 - Oct 2008

Blue Reef Digital

St. Petersburg, FL

- Orchestrated operations, led creative team, and spearheaded new business development for startup agency serving tourism, retail, healthcare, and luxury lifestyle sectors
- Drove creative strategy and delivered a suite of multimedia content, including video, 3D animation, and interactive design
- Crafted and implemented innovation roadmap for pioneering and testing new creative services
- Garnered recognition as "Small Business of the Year" by the St. Petersburg Chamber of Commerce in 2004
- Secured multiple industry accolades, including ADDY, Telly, Flagler, Summit Creative Awards, and IABC Award of Excellence
- Pioneered development and delivery of interactive 360° video and VR content leveraging emerging technologies from Apple and Adobe

## **Education**

### **Associate of Science: Interactive Media**

Mar 2000

International Academy of Design And Technology

Tampa, FL

### **Associate of Arts: Film And Video Production**

Apr 1996

Valencia College

Orlando, FL