



# CHRIS HANAWAY

Digital Marketing Executive

 Columbus, OH

 chrisanaway5000@gmail.com

## AREAS OF EXPERTISE



## SKILLS

- Digital Marketing
- SEO
- Email Marketing (CRM)
- eCommerce
- Data-Driven Decision Making
- Social Media Marketing (Paid and Organic)
- Campaign Concepting
- Influencer Marketing
- Video Marketing and Production
- Agency Management

## ABOUT ME

My career spans both agency and corporate marketing environments, gaining expertise in ecommerce, performance marketing, digital strategy, and creative production. I excel in providing creative oversight, optimizing campaigns, and leveraging digital strategy to drive growth.

## BIG BRAGS

- Directed and oversaw all facets of development for a Super Bowl television commercial.
- Spearheaded the creation of a co-branded retailer video program with The Home Depot, earning the Home Depot Marketing Innovation Award; prominently featured "Gardenieres" promoting Scotts Miracle-Gro product bundles within THD CRM program.
- Provided creative strategy leadership at Wendy's for developing and executing what would become the most liked and retweeted tweets in Twitter history.

## EXPERIENCE

### Marketing Consultant

Abbott

- Guided eCommerce strategy content team, developing requirements for streamlined collaboration with brand teams. Implemented a culture of continuous improvement, driving enhanced performance through SEO optimizations, and updates to imagery and video content.
- Championed "test & learn" content initiatives for ZonePerfect and Glucerna optimizing content based upon insights. Leveraging findings, brands achieved a 44% increase in organic engagement.

### Advertising Production

Wendy's

- Stewarded 40+ annual national broadcast commercials, managing a \$40M budget for general and Hispanic productions, consistently optimizing for efficiency and cost reduction.
- Collaborated cross-functionally to provide innovative strategic guidance for the creation and execution of digital and social content, resulting in enhanced brand visibility and engagement.

### VP Creative & Content

JP Morgan Chase

- Planned and executed the digital channel strategy for national consumer campaign featuring Steph Curry and Serena Williams.
- Served as a "digital dot-connector" across the web, paid, and social media ecosystem, consistently optimizing for improved creative performance, resulting in a 20% increase in CTR.

### Digital Content Marketing Lead

Scotts Miracle-Gro Company

- Managed a high-performing team handling product and retailer marketing, website design and development (UX), CRM, and social media content.
- Piloted content and social media initiatives, driving innovative strategies to expand brand reach, while pushing creative boundaries and fostering brand evolution.