

CHRISTOPHER J. KOURTAKIS

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Summary of Experience

Global experience in re-engineering and re-structuring internal business departments and their processes to create a positive return on investment while reducing waste. Including, but not limited to brand management, consulting, training, customer service, warranty, operations improvements, product development and improvement, legal, ethical issues, and government compliance issues. Over seventeen (17) years of marketing, sales representative, business improvement and development on a worldwide level with a specific focus in digital and social media, re-branding and positioning products and services, and the use of traditional media channels while increasing sales.

Skilled in sales and marketing (social and digital), building and brand management, customer service, dealer services, working with startup companies and Fortune 500 companies on an international and global level.

Dominion Enterprises, Norfolk, VA

2015-Present

A leading marketing services company servicing a wide-range of industries providing website design and hosting, internet and email marketing, data management and distribution, lead generation and tracking, CRM, e-commerce and internet and one of the largest highly targeted classified advertising firms.

Web Solutions Consultant: Responsible to the National Sales Manager for developing and implementing consumer specific marketing strategies that provide clients with multi-platform business solutions. Focused on cloud based applications, web based solutions, third party advertising, website hosting, data management systems, customer retention management systems, Reputation Management, and business intelligence reporting.

- Increased key accounts yearly spend by over \$20,000 by taking the lead, developing a strategy and presenting to key personnel.
- Identified and increased sales by over \$20,000 in new business (\$136,769 annually) in the first year through relationship development and recognizing key challenges and identifying implementable solutions.
- Over \$20,000 (\$1,500 monthly revenue) in new business added in first half of 2016 through development of clients who never booked business in the past.
- Work with multiple internal departments to develop key account products to assist in the development of products that are market leading products and have the ability to immediately impact the market and have the ability to immediately be sold by the sales team.
- Work with clients to develop mobile marketing strategies to increase traffic to their websites and to ensure their messages are being received across all technological
- Work with clients to develop mobile and online marketing plans that include Google AdWords, Instagram, Yelp, Facebook advertising, YouTube, company websites, blogs and other various channels.

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- Provide product training for internal departments on product usage and how to sell specific products. Training provided yielded an overall increase of 15% in the first 60 days from the date of training.
- Provide detailed analytical reports to various clients to assist with increasing sales. Reports include, but are not limited to CTR (Click Through Rates), placement and impressions. Work with clients Google Analytics to provide guidance and forecasting for their advertising spends and marketing budgets.
- Created marketing materials, sales flyers, and presentation decks for sales team to increase their territory sales

MCH Development, Detroit, MI

2014-2016

A privately owned venture capital company with a portfolio that includes over 30 Subway franchise locations, 5 Biggby Coffee locations, and multiple real estate developments.

Director of Marketing: Responsible to the owner of the company for developing, implementing and managing traditional and digital marketing programs to increase brand awareness and create customer loyalty to the specific locations. Responsible for all aspects of product and brand marketing, corporate marketing, channel marketing and corporate catering sales for both Subway and Biggby Coffee.

- Recommended & executed 6-month marketing plan using multiple marketing channels & consumer vehicles to grow business and sales approximately 7-8% over 9 months in a flat market.
- Delivered over a 254% ROI for all marketing projects that could be directly measured, while cutting marketing and advertising cost by 25% in the first year.
- Captured and Grew email distribution list from zero to over 10,000+ valid email recipients from both digital and traditional marketing strategies in 9 months. Developed calculated email blasts and newsletters to increase door swings at the store locations.
- Repositioned company's marketing strategy including the launch of 3 new locations and 5 re-models and oversaw marketing strategies for over 30 franchise locations and over 150 territory locations
- Managed all marketing mix: corporate PR, campaign management, events, digital advertising, print advertising, social media, and SEO. Placed media buys which included media buys, ad placements and community involvement.
- Created enterprise sales tools: pitches, product & industry datasheets and competitive analyses, case studies, and ROI.

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- Set up and automated lead, opportunity and follow up cycle for catering opportunities which lead to a 12% increase in repeat catering orders.
- Provided quantitative research and thought leadership papers on mobile marketing, beverage and food marketing trends to corporate entities.
- Identified, implemented, tested, monitored and quantified products for R&D testing. Specialty products and promotions have led to a minimum of 8-12% per test increase in sales.
- Designed, developed and implemented grass roots marketing strategies to combat competitors entering specific markets and looking to take away market share. Influenced 25% of new business revenue in local markets that were seeing double digit decrease from QSR locations.
- Team designed and developed Customer Resource Center and Trial Site. Specified Media Portal for customer service survey onsite
- Increased brand loyalty through social media interaction and multiple media campaigns specially focusing on Facebook customers
- Researched, Initiated and generated specific guerilla marketing plans to combat competitors entering the specific trade areas. Performed competitor analysis and created detailed portfolios on each specific competitive brand.
- Developed and implemented an 18 month rolling tactical marketing calendar for all locations to follow to assist in increasing revenue and foot traffic at specific retail locations. Created and initiated specific step by step marketing instructions for store managers to follow to engage customers, create location and brand loyalty and community involvement

Luna Entertainment, Novi, MI

2013

A privately owned venture capital company with a diverse portfolio within the gaming, entertainment, power sports, automotive and other industries.

Director of Marketing: Responsible to the owner of the company for developing, implementing and managing traditional and digital marketing programs to increase company awareness across the various company brands.

- Changing the brands conversation both online and in traditional media
- Improving the company's brand positioning through successful account planning and mixing traditional media with social media, internet, and blogging. Customer interfacing and media buying and planning

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- Implementation of emerging technologies through the entire life cycle to increase market awareness and brand loyalty. Oversee effective programming, installation, project solutions, configuration, monitoring and maintenance.
- Leading the strategy, management and performance optimization for various multi media campaigns using analysis and digital media strategies. Understanding what the numbers mean and how to use them.
- Drove traffic to the entities websites by redesigning the website's layouts to utilize SEO and SEM, Google tours, Google, and social media channels.
- Breaking through the noise of on online and in social media to create brand awareness. Use social media platform as a news channel and continuously look for opportunities to create brand awareness. Anticipate and monitor the social media evolution and ensure that the information is on the proper channels. Set the tone; develop philosophies, and strategies for the most current and up to date web. Social listening, community development, content and public relations.
- Created, developed and executed media plans for Freedom Hill Amphitheatre (concerts, shows and other various on-site activities). Strategically placed media buys and created advertising assets.
- Increased customer engagement by implementing mobile marketing (text and business apps.) and reformatting newsletter process (sign up and number of contacts)
- Used Google Analytics to create specific email campaigns, digital marketing campaigns, website impression campaigns, and PPC campaigns to target new business and create brand awareness through specific geographical locations and on the web.

Gibbs Technologies / Gibbs Sports Amphibians, Auburn Hills, MI

2008-2012

A start up Corporation that is strategically positioned to become an industry leader in design and development, manufacturing, and service of Amphibious vehicles and the HSA Technology (High Speed Amphibians).

Director of Sales, Marketing and Customer Service: Responsible to the Chairman for developing, implementing and managing sales and marketing programs and customer service initiatives to increase company awareness of a new product and industry on a global scale.

- Direct, plan, coordinate and implement proactive marketing communication strategies to connect all internal and external constituencies to the product brand. Designed social media campaign that will be implemented at product launch. Created all social media channel designs, templates and outlines for Facebook, Twitter, Pintrest, YouTube and company blog. Created and managed the development of the company's new website in preparation for product launch

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- Work with the legal department to develop distribution and service contracts and other legal documentation, including managing the company's name change. Created the company's safety plan for submission to Consumer Product Safety Commission (CPSC). Provide the company representation and act as a liaison between the company and multiple government agencies.
- Maintained brand integrity through creative marketing communications plans, advertising, trade shows, customer materials, PowerPoint presentations, video development, product packaging, websites and all other internal and external communications around the world.
- Manage the company's brand architecture within approved budget that I developed and prepared to ensure that brands support and enhance the company's overall strategy; including the management of corporate identity guidelines.
- Executed clear corporate and product brand identity guidelines by developing the company's internal and external communication policies and guidelines for media relations and vendor and supplier interactions to drive brand management and educational initiatives. Developed global press releases, Q&A's, video and photo archives and provide strategic placement of press materials and PR wire messages.
- Prepare and manage departmental budgets, staffing needs, and HR related duties. Develop cross departmental task teams to implement product changes and to stream line internal processes
- Created pricing structures for wholesale and retail pricing (MSRP), including promotional pricing programs, hold backs and Co-Op opportunities
- Benchmarked industry standards, designed programs and implemented processes for various tasks throughout the company, including but not limited to excepting deposits from consumers, warranty processing, parts ordering, and inventory management
- Research the competitive landscape as well as customer motivations and behaviors relative to the marine and powersports industries (and aftermarkets) to effectively position brands
- Identify potential distribution partners throughout the United States, Europe and the UAE by performing onsite visits as a representative of the company and as a secret shopper
- Created the company's initial business plan implementing quality control, manufacturing, sales and marketing, warranty, parts and service and distribution of the final product. Insured the BOM was cost effective and that the company's profit margins and ROI were line with the business model and the individual product lines.
- Structured sales and marketing programs for wholesale and retail distribution. Including purchase programs, floor plan assistance, volume commitment levels, Co-Op, etc.
- Designed a brand strategy for the company and individual product lines, which included a complete accessories program to increase retail and wholesale distribution profits.

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- Generated an effective marketing plan which included and extensive social media campaign, media events, sales training, road shows, and press releases.
- Developed a “Go to Market” sales strategy including sales volume forecasts, launch locations, unit expectations, man power needed, launch events including retail, wholesale and media.
- Used Voice of the Customer (VOC) and customer focus groups to channel customer input into the design and development of the products, including accessories and options. Determined product and customer needs verses wants for developing vehicle options.

Additional Marketing Projects and Contractual Assignments, Detroit, MI **2005-Present**

- Tracked and reported conversion rate of a potential client to an active and revenue generating client. Increased client’s conversion rate by 25% in the first six (6) months, which led to over \$150,000 in new sales revenue.
- Improved Company’s awareness throughout specific channels and communities both online and in person.
- Saved the clients over 50% on their advertising budgets, while providing a positive ROI and increased sales for the work performed.
- Completely rebranded the company and created an online presence which did not exist prior. Branded companies complete online profile to one unique and uniform message.
- Increased brand awareness through distributors while educating the end users on the products and services available.
- Increased traffic to company’s websites and social media channels, thus improving brand awareness.
- Decreased client’s advertising budget, while improving their return on investment for each specific campaign.
- Eliminated four pages in the final version of the catalog, saving over €8,000 Euros in printing costs
- Saved over €8,000 Euros in printing costs by eliminating catalog costs and converting them into flyer costs
- Decreased inside sales calls by 11% over two months and increased inside sale personnel productivity

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- Created a profit center for the marketing department through the clothing line and saved the company €7,500 Euros over 2 months by developing the new branding internally versus using an outside vendors.
- Increased brand awareness, trained users on proper and safe operating procedures and increased awareness of electrical products.
- Developed a user blog site that educated consumers and answered questions submitted by visitors. Over 12,000 questions answered and 50 blogs posted in a 6 month period.
- Performed market share analysis on a global scale to increase sales and customer service for various clients.
- Implemented digital and mobile marketing and communication strategies to improve customer contacts, brand awareness and increase sales.
- Used Google Analytics to develop and create specific digital and geographical marketing campaigns to increase business and brand awareness and create a 122% ROI

Brunswick Corporation, Lake Forest, IL

1999 - 2008

A \$5.7 billion global leader in recreational products, including marine, fitness, bowling and billiards.

Director of Dealer and Consumer Services / International Sales: Responsible to the President for managing multiple departments and implementing service ideas to help reduce warranty costs and develop dealer, customer relationships and increase sales on a global scale. Additional positions during tenure; Regional Sales Manager, Customer Service Manager, Dealer Development Specialist

- Improved market share by 8% in three (3) months and increased specific market revenue by 14%
- Increased market share within a specific territory by 18% over a six (6) month period.
- Reduced marketing expenses by \$25,000 while increasing brand awareness
- Increased customer conversation, brand awareness and increased traffic to retail locations and traffic to company's website.
- Improved internal efficiency by 18% for the first six months and 24% over a one year period.
- Increased departmental profitability by 5% per month over a one (1) year period and provided services to customers that were not previously available.
- Drastically improved international sales by 25% in a one (1) year period and 50% in a three (3) year period.

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- Increased departmental revenue by 7% in the first three months through reorganization and eliminating waste. Additionally, saved the department 15% in Cost of Goods Sold and overall revenue (project management)
- Increased departmental revenue \$125,000 for a three (3) month period.
- Improved territory revenue by 6% in the first six (6) months. Overall territorial growth is 11% in a down turning market.

EDUCATION

- Masters of Business Administration, Tiffin University, Tiffin, Ohio, 2002
 - Bachelor of Science/Business Management, Western Michigan University, Kalamazoo, Michigan, 1999
 - Licensed Captain by the United States Coast Guard – Merchant Mariner
 - Hootsuite Social Media Management Certification
 - Google Analytics Certification
 - Google AdWords Certification
- Tableau