

**Summary:**

I am a hands-on leader with a proven track record of developing and implementing integrated, data-driven communications plans that have consistently delivered the desired results for a variety of businesses, from start-ups to global leaders. I amassed a wealth of big-brand experience at public relations agencies in the Havas network and, as the in-house Director of Marketing, helped lead the successful turnaround of one agency as well as the launch of another. I also served as the Marketing Director of a fee-for-service nonprofit sports and fitness destination, the Director of Communications for a daily soccer newspaper, and as an online soccer journalist. Currently I am working as a freelancer, but I am eager to put my skills and experience to work for the game I love. Both a team-builder and a team-player, I have an impeccable work ethic and take pride in the fact that I have been consistently valued and promoted and have never been fired or laid-off during my nearly 30 years in the business.

July 2010 to Present

**Chris Dobens Communications** / marketing & corporate communications freelancer / New York, NY

**Freelancer** working directly with businesses as well as subcontracting for other agencies

- Providing content marketing, digital communications, and media relations services, including writing and producing bios, brochures, direct mail, press releases, print and email newsletters, social media, and websites

May 2010 to December 2012

**Total Footblog** / online soccer magazine / New York, NY

**Journalist** researching, writing, and producing a blog that evolved into a respected online soccer magazine covering all aspects of the game, on the field and off, often telling stories overlooked by the mainstream media

- Developed a distinct voice while generating 20,000 words (13 articles) of original content per month
- Built an audience of nearly 7,000 unique visitors per month (Google Analytics) exclusively through organic SEO, social media, and word-of-mouth
- Strengthened content marketing, media relations, social media, and website development/management skills while making connections throughout the soccer community

October 2007 to May 2010

**Asphalt Green** / nonprofit sports and fitness destination / New York, NY

**Marketing Director** promoting paid memberships and fee-based classes as well as philanthropic programs for this \$13-million fee-for-service nonprofit organization with 300 employees and an elite travel soccer program

- Managed departmental budget and a team of four professionals, reported directly to the Executive Director, served as the primary spokesperson, and coordinated with 7 departments to support 36 product offerings
- Shaped the strategy for, developed, and managed the implementation of an integrated, holistic communications plan, including targeted advertising, brand management, collateral, content marketing, digital communications, direct mail, e-commerce, events, media relations, and member relations
- Wrote and managed the design and production of a quarterly catalog, four annual customer surveys, regular email newsletters, multiple brochures and mailings, print and online ads, social media, and the website
- Helped draw an average of 700,000 visitors per year through the turnstiles
- In 2007-08, helped secure membership sales 25-percent above target as well as the organization's first-ever three-month streak of surpassing membership sales targets
- In 2008-09, increased membership sales by 20 percent (52-percent new customers) and program revenue by 22 percent (42-percent new customers) in the worst economy since the Great Depression
- As of January 2010, fee-based programs were more than half-a-million dollars ahead of budget and on track to surpass the previous year's record-setting results
- Orchestrated the most successful event in the organization's history, including twice the expected turnout and the best-ever single day and month in terms of membership sales

October 2001 to October 2007

**Chris Dobens Consulting** / marketing & corporate communications freelancer / New York, NY

**Freelancer** working directly with businesses as well as subcontracting for other agencies

- Services included public relations program planning, media relations, and event planning as well as writing and producing marketing collateral, newsletters, press materials, and websites

June 1991 to September 2001

**Magnet Communications / Havas** / integrated communications agency / New York, NY

**Chief Cultural Officer & SVP/Director of Marketing** for Magnet Communications, a \$26.6-million Top-25 agency created in June 2000 when Creamer Dickson Basford acquired three other firms

- Helped forge, launch, brand, market, manage, and drive sales for Magnet Communications, reporting directly to the CEO and serving as the primary spokesperson
- Led the national marketing and sales efforts, providing internal and external communications support to 7 offices nationwide, and handled a variety of projects and duties typically associated with executive management

**Creamer Dickson Basford / Havas** / full-service public relations agency / New York, NY

**Chief Cultural Officer & SVP/Director of Marketing** for Creamer Dickson Basford (CDB)

- Brought back from California in 1999 to market the firm internally and externally, including the writing and design of marketing and sales content and collateral, driving internal communications, identifying and instilling best practices, and serving as the liaison to agencies in the domestic and international networks
- Tasked with creating the kind of work environment that attracted and retained the best employees, which included reshaping the corporate culture and creating a professional development program
- Helped revitalize the brand and transform CDB into one of the hottest agencies in the business, a turnaround that led to a significant investment from Havas, resulting in the formation of Magnet Communications

**Director, CDB California**, relocated to California in 1996 to open the firm's first West Coast office

- Selected to start and build the agency's West Coast business, reporting directly to the CEO
- Responsibilities included office management, operations, and P&L; staff recruitment, management, and training; client management and service; and marketing, prospecting, pitching, and sales
- Recruited and managed a staff of 8, won several major new clients, and repeatedly exceeded profit goals

Joined as an **Account Executive** and worked my way up through the ranks, providing public relations services for business-to-business, consumer, corporate, and technology clients while developing expertise in **brand building, change management, internal communications, media relations, and product/service launches**

- Clients included Advanced Elastomer Systems, Air Products, AST Computers, CIDCO, Coors, Disc Manufacturing, Franklin Covey, Hershey's, Monsanto, Panasonic, Pizza Hut, Pure Air, and Prudential

Summer 1994

**International Sports Publishing / '94 Cup Daily** / publishing start-up / New York, NY

**Director, Corporate Communications** for '94 Cup Daily, a daily newspaper created specifically for FIFA's 1994 World Cup soccer tournament

- Took a leave of absence from CDB to gain valuable experience working on the corporate side
- Handled all advertising, public relations, and grassroots marketing to develop a readership and reputation for this limited-run publication

## **Digital Experience**

- Developed and managed a number of websites, analyzing traffic and producing daily online content
- Regularly write and produce email newsletters using Mail Chimp and Constant Contact
- Manage day-to-day social networking activities using a variety of social media platforms
- Working knowledge of WordPress CMS and Cision, experience with SEO and Google Analytics, and learning Adobe Lightroom and Photoshop Express
- Proficient photographer, with a number of photos and videos used in Asphalt Green's content and collateral