

Summary:

I take an integrated approach to communications, informed by a mix of traditional marketing and public relations experience along with hands-on experience across the digital communications spectrum. During my 30-year career, 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 and rebranding of one agency as well as the branding and launch of another. Then, bookmarked by years of freelance public relations, content creation, and copywriting work, I served as the Marketing Director of a fee-for-service nonprofit destination, where I revitalized the brand and set multiple records for membership and program sales. Currently I am working as the Director of Communications for a grassroots environmental justice nonprofit. My strengths include writing, content creation, media relations, and managing both people and projects.

May 2018 to Present

WE ACT for Environmental Justice / environmental nonprofit / New York, NY

Director of Communications for a grassroots nonprofit that addresses environmental justice issues through research, organizing, advocacy, and policy initiatives at the city, state, and federal levels

- Report to the Executive Director and serve as a member of the executive leadership team
- Provide communications counsel, digital communications, experiential, and media relations support and services for advocacy, community engagement, fundraising, membership, research, and policy initiatives
- Redesigned the home page and manage and populate the website and all social media channels
- Manage the design and development of brochures, email newsletters, flyers, guidebooks, reports, signage, videos, and websites as well as provide communications support for as many as 8 events each month
- Helped the Development team produce the most successful annual Gala in the organization's 30-year history
- Delivered the most successful press event in the organization's 30-year history
- Improved social media activity and engagement, resulting in increases in the following metrics: Facebook (32% followers & 18% likes), Twitter (25% followers & 75% likes), and Instagram (810% followers)

July 2010 to April 2018

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

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

- Provided 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

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

- 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

- Helped secure membership sales 25-percent above target in 07-08; increased membership sales by 20 percent (52-percent new customers) and program revenue by 22 percent (42-percent new customers) in 08-09 (during the worst economy since the Great Depression); and, 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, as well as helping deliver the largest fundraising event in the organization's history

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
- 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
- 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

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

- Reporting 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

Provided public relations services for **business-to-business, consumer, corporate, and technology** clients, including AST Computers, Coors, Franklin Covey, Hershey's, Monsanto, Panasonic, and Prudential; developed expertise in **branding, change management, internal communications, media relations, and product launches**

Digital Experience

- Developed and managed a number of websites, producing daily online content and analyzing traffic
- Regularly write and produce email newsletters using MailChimp, and have used Constant Contact as well
- Create and manage day-to-day social networking activities on a variety of social media platforms
- Have a working knowledge of WordPress CMS and Cision; experience with Adobe InDesign, SEO, and Google Analytics; and am learning Adobe Lightroom
- Created, wrote, edited, and promoted an online soccer publication, *Total Footblog*
- Shot photos and videos used in both WE ACT's and Asphalt Green's content and collateral