

Christina Dunham

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MARKETING COMMUNICATIONS • CONTENT STRATEGY & DEVELOPMENT • CUSTOMER MARKETING

Senior Marketing Professional with 20+ years of strategic planning, marketing communications, content strategy and message development, customer marketing, and community relations experience in early-stage start-ups, small businesses and Fortune 500 companies in a range of industries, including media/advertising, telecom, web technology, and events/entertainment.

Exceptional Communications & Presentations Skills. Expert content strategy, message development, and copywriting skills, from sales collaterals and advertising copy to press releases and white papers. Regular contributor to lifestyle blogs and magazines. Thoroughly practiced at presenting complex concepts and translating business relevancy to a variety of industries as sales trainer for Dale Carnegie.

Strong Team Leadership & Management Skills. Successful record of leading cross-functional teams in project planning, product launches, and event production. Highly organized, adept at working with diverse individuals, with advanced coaching and motivation skills.

SUMMARY OF SKILLS

- Marketing Communications
- Marketing Strategy
- Project Management
- Event Planning & Management
- Content Development (Online/Print)
- Copywriting/Editing
- Inbound Marketing
- Marketing Automation
- Retention/Loyalty Programs
- Customer Experience Strategy
- Customer Relationship Marketing
- Sales Training & Team Motivation

CAREER HISTORY

FROOMZ, INC. (Froomz.com) – Berkeley, California (*Online marketplace for meeting & event spaces*)

VP Marketing & Business Development – May 2011-March 2014

Recruited by CEO to build the company's sales and marketing infrastructure, from corporate identity/branding, product development initiatives, website/social media strategy, and community/public relations. Spearheaded sales efforts for B2B and B2C targets in the events, entertainment, hospitality, and tech community. Devised content strategy and manage all SEO efforts.

Key Achievements:

- Led sales team in growing venue listings from zero to over 400 in two years with minimal marketing budget, leveraging community networks and business connections in landing key accounts in the SF Bay Area.
- Served as one-person marketing department for over two years, managing all content and communications efforts, from messaging strategy to copywriting/editing, design and publishing.
- Created blog using WordPress. Developed editorial calendar and authored >90% of content, including designing infographics.
- Initiated SEO strategy, moving Froomz to first page of Google Search results. Increased blog visits by 226% from 2012 to 2013.

CHRISTINA DUNHAM & ASSOCIATES (XtinaDunham.com) – San Francisco, California

Strategic Consulting/Marketing Communications – October 2001-present

Freelance Consultant providing marketing communications, acquisition, customer marketing, retention/loyalty program consulting, sales training, copywriting and project management services. Develop advertising, email, inbound and direct marketing campaigns.

Partial Project List:

- **Dale Carnegie Training** – Certified Trainer Sales Advantage Program. Provide tactical coaching to participants from companies like Oracle, Google and Salesforce. Led sales training for Google Engage All-Star Summit in Mountain View and Los Angeles.
- **Sterling HSA (Regalo.SterlingHSA.com)** – Revamped the Sterling Regalo website, from site structure to content development. Devised SEO/inbound marketing strategy, t. Set-up automated marketing and social media campaigns via HubSpot and HootSuite. Created all content for blog and social media, including e-books and infographics.
- **ANX Home Health Care (ANXLife.com)** - Developed the company's sales/marketing framework, including corporate identity, marketing collaterals (messaging, positioning, copy points), and website strategy from content, lay-out and design to execution.
- **Filipinas Magazine** – Developed online marketing strategy and email acquisition campaign. Designed Referral Incentive programs to acquire new subscribers through existing database, increasing new subscriptions by 12%.

ATLANTIC BANCORP OF CALIFORNIA – Daly City, California

Vice-President/Branch Manager – January 2003-July 2007.

Initiated and managed all sales and marketing programs. Developed lead generation, retention and referral campaigns. Managed staff of 27 Processors and Loan Officers.

Key Achievements:

- Grew Daly City Branch production from \$11 Million in first year to \$49 Million in third year of branch operations.
- Rank No. 2 out of 300+ Loan Officers from 2004-2006. \$10 Million Club Member, 2004-2007

- Managed corporate-wide sales training program and provided training to over 125 loan processors, originators, real estate agents and branch managers throughout Northern California. Authored 50-page *Mortgage Consultant Manual*.

EARTHLINK WIRELESS – San Francisco, California

Marketing Consultant – October 2001- October 2002.

Retained as consultant after Earthlink Wireless acquisition of OmniSky. Provided Churn Management consulting and implemented Customer Marketing Campaigns for Palm/Pocket PC customers, from Customer Upgrade to Welcome and Save Programs. Developed customized Cancellation Tracker for Convergys and provided program training to 24 customer and technical support agents.

OMNISKY CORPORATION – San Francisco, California (*Former provider of e-mail and Internet services for mobile devices*)

eMarketing Manager – December 2000-October 2001.

Managed customer retention efforts and coordinated project implementation with a cross-functional team including engineers, graphic designers, product managers, and customer service reps. Directed online marketing activities for Palm/Pocket PC customers.

Key Achievements:

- Managed launch of OmniSky wireless service on the Palm m500 series. Developed cross-functional marketing requirements document. Coordinated all marketing activities including competitive analysis, publicity/promotions, and web marketing.
- Developed and managed Client Retention/Loyalty Programs, from “Welcome Newsletter” to “Upgrade Alerts.” Reduced Call Center volume by 18% by increasing usage of “My Account,” the on-line account management tool on the OmniSky Web site
- Led inter-departmental Churn Task Force in decreasing customer churn by 10%. Developed web-based Cancellation Tracker which automated tracking, analysis and reporting of cancellation trends, increasing qualitative information derived from calls.
- Increased membership of OmniSky Advisor’s program by 54% in one month through various communications vehicles.

PINTOUCH TELECOM - Burlingame, California (*Joint venture between Singapore Telecom, Ayala Corporation & PGE*)

Recruited from ad agency. First hire at start-up. Devised acquisition, customer retention/loyalty and winback strategies for multiple telecom products, including local/long distance services, access codes and prepaid phone cards.

Senior Product Manager - October 1999-December 2000. *Key Achievements:*

- Promoted from Product Manager. Led marketing and community relations team. Directed development of mass media and direct marketing campaigns, growing traffic to 147,000 minutes/month and exceeding targets with \$58.1 million in revenue
- Built customized MS Access database to facilitate tracking of acquisition and winback efforts. Automated analysis and report generation, improving productivity by >20%. Created customer service training curriculum and trained 15 call center agents.

Product Manager - June 1997-October 1999. *Key Achievements:*

- Spearheaded launch of first product. Developed creative strategy with ad agency. Results: (1) Grew traffic from 4,000 to 42,000 minutes in three months. (2) Drove monthly revenues from \$32,000 to \$1.7 million in first year, achieving an 8% market share.
- Managed five successful campaigns in the second year, resulting in 548% increase in customer base and \$25.4 million in revenue.

MINORITY MEDIA SERVICES, INC. – San Francisco, California

Account Executive – July 1992-June 1997

Managed such clients as Nestle, AT&T, Wells Fargo, and PinTouch Telecom. Coordinated production of creative materials, media planning/placement for print, radio, TV & web. Conducted competitive intelligence and marketing research.

Key Achievements:

- Managed AT&T’s *Klub Pilipino* loyalty program, including quarterly newsletter production, with 70,000 circulation. Increased retention by 20%, making the program AT&T’s most successful customer retention effort in the Asian ethnic segment.
- Coordinated production of the Wells Fargo ATM Remittance advertising campaign, winner of the 1996 Gold Effie Award.
- Developed first ever nationwide study on Filipino-American consumer behavior, sponsored by Philippine National Bank, AT&T and Wells Fargo. Presented findings at the National Filipino Media Conference in Honolulu, HI (1995).
- Produced, wrote and co-hosted an AT&T sponsored community events program aired on KTSF TV 26 San Francisco.

EDUCATION

CALIFORNIA STATE UNIVERSITY, HAYWARD - MBA, Double Major in Marketing and International Business, Hayward, CA
SALISBURY UNIVERSITY - BS in Business Administration, Marketing Major. Cum Laude Graduate, Salisbury, MD