

# CHRISTINA SNELL

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## Strategic Marketing | Business Intelligence | Market Research

Experienced executive specializing in digital transformation, strategic marketing, market research, business operations, and technology. Expertise in leading technology and marketing teams for B2B and B2C, identifying and creating business opportunities, and managing budgets that increase financial profitability.

- 20+ years of management and market research experience
- 18+ years of strategic business, technology, and digital marketing experience
- Builder & maximizer of business operations and budgets for maximum efficiency and profitability
- Ability to identify KPI's, and capitalize on new trends to create profitable results
- Expertise in conversion optimization, and consumer /target audience behavior
- Multivariate testing, lead scoring, and micro-segmentation to achieve 1:1 target marketing.

## Experience

### **Sprinklr, Inc. | Associate Director, Analytics**

2014 – present

Sprinklr is a B2B social media management solution that enables enterprise brands to manage their social customer experiences. Operated as a consultant to the company from Dec. 2013 – Mar. 2014. Promoted from Manager, to Sr. Manager, to Associate Director of Digital Strategies, then promoted to Associate Director of Analytics, working remotely.

- Currently drives Demand Generation efforts and provides business intelligence for all channels and marketing departments, developed department KPIs and dashboard in Domo, and offers guidance to increase profitability. Identified several reporting gaps and data cleanliness issues that resolved ROI reporting. In 2017, increased SEO page one rankings by 180%, visits by 62.4%, pageviews by 54.3%, and conversions by 20%.
- Managed the digital team in demand generation, audience segmentation, lead nurture and marketing automation, paid initiatives, SEO, website maintenance and optimization, marketing technology integrations, and data analytics. Previously Salesforce.com Administrator for the marketing team – managing marketing data, and marketing related app integrations, new field requirements, campaign reporting, and creating workflows for the sales team as needed. Achieved 400% above the initial target for ABM leads in 2016-2017, with 91% account penetration.
- Conceived and implemented a new digital strategy that in 3 months generated 39% of all FY14 lead generation. Generated over 60% of new lead generation conversions through SEO, and increased: website traffic by 217%, the top primary goal funnel by 342%, and total website conversions by 218%.
- Developed a segmented nurture email program in FY14 to increase demand generation efforts. This strategy performed with a 213% increase in open rate, and a 1,176% increase in CTR.

### **11innovation CEO | Business, Technology & Marketing Strategist & Consultant**

'09 – '11, '13 – 14

11innovation was founded as a solution to provide business, technology, marketing services, and consultation. [www.11innovation.com](http://www.11innovation.com)

- Delivered clients with successful business strategies; performed editing and copywriting, SEO, website development, software development, social media, digital marketing, and created print marketing materials.

### **Apollidon, LLC | Director of Digital Strategies & Business Intelligence**

2011 – 2013

Apollidon is a marketing services company in the education vertical, dedicated to tier one, land grant universities. Most client programs focused on STEM related graduate degrees. Promoted from Director of Research in 2012.

- Strategically led the market research team in creating market research reports to identify educational program viability. Spearheaded the development of a proprietary digital analytics dashboard highlighting company KPI's with real-time reporting. Leveraged the integration capabilities of open APIs including social media, and Internet-based sources.
- Drove profitable results and a dedicated team with over a \$1M marketing budget, including the implementation of lead scoring and micro-segmentation of global marketing efforts, and conversion optimization for over 28 academic programs. Optimized website traffic to increase the generation of organic leads from 5% to over 40-50% across all managed domains, and increased campaign performances by over 400% for PPC.

**Art Institute of Tampa | EDMC Lead Instructor: Web Design & Interactive Media** 2010 – 2012

The Art Institute of Tampa offers accredited bachelor's and associate degree programs focusing in the arts.

- Teaching portfolio includes: Introduction to Scripting, Intermediate Scripting, Advanced Scripting, Designing for Dynamic Websites, Interactive Motion Graphics, Computer Concepts (CS5 Suite), E-Commerce Business, and Advanced E-Commerce Business. E-commerce courses focused on developing and optimizing the user experience to maximize results.

**Quantum Group | Founder, Senior Partner** 2005 – 2009

Quantum Group was a turn-key business, marketing, software, and web development firm in the Tampa Bay area. Founded the company, grew a staff of 23 employees in four years, and increased annual revenue by 40 – 80% each year.

- Executed and oversaw all company business functions including project management, sales, accounting, proposals, human resources, business strategy, and client meetings.
- Increased client website traffic by over 400% and another by 500% and generated over 1,000 #1-3 organic listings across major search engines for one client.
- Generated wholesale leads which equaled \$3M in revenue for a small business client and identified and responded to a gap in the market for a start-up business, which led to \$20K profit in the first month.

**RDK | Internet Marketing Strategist & SEO** 2004 – 2011

RDK is one of the nation's leading heavy-duty truck dealerships in the United States. After 1 year as an employee, provided consulting services for over 6 years. Expanded online digital marketing initiatives through evaluating and analyzing industry trends, identified new marketing channels, and increased lead generation across all domains with search engine optimization (SEO), Internet marketing, and social media strategies.

- Achieved over 400 #1-3 organic rankings via SEO across the major search engines for targeted keywords.
- Generated approximately 60% of all incoming phone calls/leads.

**Suffolk County Council | Senior Web Developer** 2003 – 2004 Ipswich, England – UK

Suffolk County Council is a local district government office in the United Kingdom dedicated to the people of the Suffolk County. The project initiative was to create a resource offering support to the parents of children in need.

- Designed and architected a website dedicated to Suffolk County, and child care resources for children with developmental or behavioral disorders.

**Harvard University Graduate School of Business Administration; Division of Research and Faculty Development Training Administrator, Website Developer** 2000 – 2002

The Harvard Business School (HBS) is one of the world's largest and most prominent business schools. Administrator for three separate departments at HBS: The Global Research Group, Research Staff Development, and Case Development.

- Facilitated the writing and copywriting of business cases, the primary teaching method and curriculum for students of the MBA, Ph.D., and Executive Education programs with comprehensive market research and extrapolation of data.
- Created, developed, and designed a web-based training course for business case writing, which was later used as model for other modules made by HBSi, and the National Case Writing Association.
- Coordinated and planned training sessions and professional development events for research associates, arranged guest speakers, and provided extensive research support for business cases; gathered and analyzed data for reporting.
- Published the faculty monthly newsletter on new cases and course material and designed three department websites.

**Mars Music, Inc. | Regional Learning Center Director**

1999 – 2000

Mars Music was a retail music chain incorporating educational music learning centers. Directed two centers, a staff of 40, created enrollments of over 600 students in the greater Boston area, and produced a GPM of over 50% consistently.

- Trained Learning Center Directors across the U.S. Created the company's national training manual.
- Coordinated the local MARS Music Foundation, a non-profit dedicated to enhancing the lives of underprivileged children.

**Harvard University Graduate School of Business Administration, Baker Library  
Access Services Supervisor**

1998 – 1999

Baker Library is one of the largest global business libraries, with access to premier business databases. This full-time position management role with 8 employees was created based on performance as a part-time employee.

- Delivered training sessions for employees, faculty, and staff on exclusive electronic databases and resources, and market research, and assisted with general and in-depth reference questions and research.

**Massachusetts Institute of Technology | Senior Library Assistant**

1997 – 1998

Massachusetts Institute of Technology (MIT) is one of the world's leading technical academic institutions.

- Communicated with vendors and publishers in a team environment, and reorganized procedures to increase productivity.
- Coordinated with the local library units to resolve claims, correct addresses, process invoices, and provided serials receipt and processing for 10 decentralized libraries.

## Education

**Harvard University, Extension School**

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- Master's degree in Information Technology, Digital Media Design Concentration; Current GPA: 4.0.

**Harvard University, Extension School**

- Creative New Media Course: Understanding and Developing Multimedia.

2001 – 2002

**Harvard University, Center for Training & Professional Development**

2000 – 2002

Cambridge, MA Certificate of Completion for the following courses: Editing & Proofreading; Introduction to Adobe Photoshop; Advanced Adobe Photoshop; Visual Design, The Art of Effective Communication; Creating Web Pages, Basic HTML; Introduction to JavaScripting; Advanced JavaScripting; and Intro to Advanced Macromedia Dreamweaver I, II, III, and IV.

**Johnson State College**

1995

- BA: Music Performance: Classical Piano; Minor: Music Education K-12, Art Education K-12, Fine Arts.

## Organizations & Achievements

**Sprinklr Women's Network | Board of Directors; Marketing**

2017 – 2018

**United Nations (UNAUSA), Tampa Bay**

- Board of Directors; Director of Marketing & Communications
- Board of Directors; Director of Education & Newsletter Editor

2010 – 2011

2009 – 2010

**WMA – Web Award Outstanding Achievement | Consulting Standard of Excellence**

2008

**Tampa Bay Business Journal: Business of the Year Nomination**

2007