

CHRISTINA SNELL

1113 Sorrel Creek Ln., Gate City, VA 24251 - christinasnell8@gmail.com - cell: 813.716.3587 - 11innovation.com

Experienced entrepreneurial leader specializing in digital transformation for B2B and B2C organizations, technology infrastructure with a focus on revops, forecasting, analytics and delivering strategic insights.

FEATURED SKILLS

- Company Management + Entrepreneurship
- Budget Management
- Data Integrations / Martech Management
- RevOps + Conversion Optimization
- Market Research and Marketing Strategy
- Salesforce, Domo, Tableau, Power BI

START-UP PORTFOLIO

Change Your Life, Inc. | CEO 2023–present
guidetochange.com - Online website dedicated to empowering individuals on their journey of personal growth.

Enchanted Celt, Inc. | CEO 2023–present
www.enchantedcelt.com - Online themed retail website.

Harmona.shop | CEO 2023–present
harmona.shop - Online retail website tied to an Amazon FBA seller.

11innovation | CEO 2009–2011, 2013–2014
[11innovation](http://11innovation.com) - Consulting firm focused on business, technology, and marketing services.

Quantum Group | Founder, Senior Partner
Quantum Group (QG) was a turn-key business, marketing, software, and web development firm in the Tampa Bay area. Founded the company, organically grew staff to 23 employees in 4 years, and increased annual revenue by 40–80% YoY.

CORPORATE + HIGHER EDUCATION EXPERIENCE

Sprinklr, Inc. | Associate Director, Analytics & Global Operations 2014 – 2023
Sprinklr is a cloud-based customer experience management solution. Company IPO in 2021. Remote consultant from Dec. 2013 – Mar. 2014, transitioned to full-time remote employee in 2014; promoted 5x. Managed digital and marketing analytics when company received a \$1.8B and \$2.7B company valuation.

Associate Director, Analytics & Global Sales Operations | Inside Sales 2021 – 2023

- Executed revops for the Inside Sales team (100+) including analytics and dashboarding (Salesforce, Tableau, and Power BI), forecasting, and capacity, and process enhancements (Salesforce).
- Developed company-wide conversion framework; and co-leading an initiative to unify sales leadership dashboards.

Associate Director, Analytics & SEO 2017-2021

- Created a framework and reconciliation process for a \$30M+ budget and created quarterly and annual pipeline forecasts for Marketing and Inside Sales. Spearheaded martech integrations & optimization.
- Delivered business intelligence, KPI reporting and dashboards to all marketing teams and Inside Sales on channel performance to increase conversions, pipeline, and revenue. Developed

Associate Director, Digital Strategies 2014-2017

- Managed the demand generation team and digital marketing, including audience segmentation, marketing automation, paid initiatives, SEO, website maintenance and optimization, martech stack, and data analytics. Salesforce.com Administrator. Achieved 400% above the initial target for ABM leads with 91.2% account penetration, increased SEO rankings by 180.0%, and conversions by 20.0%.
- 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%.

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CORPORATE + HIGHER EDUCATION EXPERIENCE CONTINUED...

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.

- Spearheaded the development of a proprietary business intelligence dashboard with real-time reporting and led the market research team.
- 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.

Art Institute of Tampa | Lead Instructor: Web Design & Interactive Media

2010-2012

Lead instructor for a BA program in web design and interactive media.

- 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.

EDUCATION

Harvard University, Extension School – Graduate Courses

- Courses towards master's degree in information technology, digital media design; GPA: 4.0
Fundamentals Website Development; Web Content Management Systems

Harvard University, Extension School

- Courses: Creative New Media Course; Understanding and Developing Multimedia

Harvard University, Center for Training & Professional Development

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 Dreamweaver I, II, III, IV

Johnson State College

- 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

United Nations (UNA-USA), Tampa Bay

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

WMA – Web Award Outstanding Achievement | Consulting Standard of Excellence

Tampa Bay Business Journal: Business of the Year Nomination – Quantum Group