

CHADWICK ANDERSON

(619) 813-6639 | chadwick.anderson@gmail.com

SUMMARY OF EXPERIENCE

Accomplished Senior Marketing & Communications Executive with a proven track record for driving revenue growth, identifying new opportunities, leading successful product launches, and delivering meaningful marketing solutions. Expertise in devising and executing impactful print and digital advertising campaigns, elevating brand visibility, and amplifying sales. Adept at crafting compelling narratives and creating captivating content to strategically position brands within competitive markets. Extensive experience in creating engaging websites and orchestrating digital campaigns, including email marketing, social media, and Google Ads, consistently delivering increased exposure, and fostering strong market presence for products and services, while maximizing profitability.

SKILLS

- Marketing Leadership
- Strategic Communications & Messaging
- Brand & Campaign Management
- Digital & Content Marketing
- Analytics and Data Interpretation
- Graphic Design
- Web Design & Development
- Social Media Management
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) & Google Ads

PROFESSIONAL EXPERIENCE

1000KBPS – MARKETING COMMUNICATIONS AT DIGITAL SPEED

San Diego, CA

Senior Vice President of Marketing & Communications

2002 – Present

- **Strategic Planning:** Developed and implemented comprehensive marketing strategies aligned with each client's objectives, target audience, and an established brand
- **Marketing & Advertising Management:** Led the strategic planning and execution of marketing and advertising solutions tailored to diverse business clients, consistently delivering impactful print and digital campaigns that met stringent deadlines and surpassed expectations, fostering repeat business, while garnering enthusiastic referrals
- **Brand Management:** Ensured brand consistency across all communication channels and materials, including messaging, visual identity, and tone of voice
- **E-Commerce Development:** Directed the conception and implementation of e-commerce websites, overseeing all facets from crafting the brand aesthetic to streamlining delivery logistics, ultimately establishing a lucrative new revenue stream for each client
- **Content Development:** Created engaging written and visual content for internal and external communications, including website messaging and social media posts
- **Rebranding Leadership:** Crafted and implemented innovative print and digital advertising strategies that amplified event bookings and bolstered market visibility, resulting in a substantial increase in revenue for each company
- **Digital Campaign Authorship & Supervision:** Conceptualized and oversaw the execution of compelling email, digital, social media, and Google Ads campaigns, resulting in a tangible uplift in sales and heightened brand engagement
- **WordPress Website Customization:** Employed advanced customization techniques on WordPress websites, leveraging proficiency in PHP, HTML, CSS, JavaScript, SQL, and jQuery, to enhance user experience, boost conversation rates, and achieve a notable 20% optimization in website loading speed
- **Analytics & KPIs:** Monitored campaign performance metrics and analyzed data to measure ROI and identify areas for improvement

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ADDITIONAL EXPERIENCE (page 2)

NUVONIX INTERACTIVE

San Diego, CA

Creative Director

- **Strategic Leadership:** Guided and mentored a dynamic team of 6 graphic designers, web designers, multimedia creators, and search engine marketers, leading the delivery of innovative website experiences, compelling brand identities, and impactful marketing collateral for 30+ companies; This leadership resulted in a significant surge in brand visibility for each client
- **Innovative Solutions:** Invented proprietary content management system (CMS) that empowered clients to seamlessly edit website content, thereby streamlining processes and significantly enhancing both efficiency and client satisfaction levels
- **Integration of Emerging Technologies:** Implemented cutting-edge web technologies and design trends to seamlessly integrate rich content engagement, ensuring a dynamic and immersive user experience
- **Pioneering Contributions:** Pioneered the development of dozens of first-generation websites, contributing to the foundational growth of the web and setting industry standards

VOLUNTEER EXPERIENCE

DIVING FOR LIFE

New York, NY

Vice President, Board Member

- **Strategic Leadership:** Served as Lead Grantmaker and Technology Chair on the all-volunteer Board of Directors, leading initiatives to support health-related charitable organizations
- **Fundraising Innovation:** Enhanced nonprofit sustainability and donor engagement by implementing a transition to 100% e-commerce fundraising, resulting in a notable 20% surge in annual donations while significantly expanding the donor base
- **Community Expansion:** Drove a 16% annual increase in community engagement by creating and launching a dynamic membership website, effectively fostering growth and a sense of belonging to members
- **WordPress:** Engineered a streamlined WordPress registration and event management system, optimizing workflow, automating tasks, and slashing administration times by 80%, enhancing operational efficiency and increasing productivity
- **Social Media Impact:** Led a dynamic 7-day social media giving campaign across multiple platforms including Facebook, Instagram, and Twitter, successfully mobilizing support, and generating \$4,500+ in charitable donations

TECHNICAL SKILLS

Graphic Design: Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Lightroom

Website Design: WordPress

Photography: Digital, Digital Asset Management (DAM)

Project Management: Basecamp

Content Management System (CMS)

Web Building Tools: PHP, JavaScript, jQuery, CSS, UI/UX, HTML

Data Management: Structured Query Language (SQL)

E-Commerce Website Development

Plugin: WooCommerce

Email Marketing: Mailchimp; YouTube Video Development & Editing

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Urbana, IL

Bachelor of Arts: Liberal Arts and Sciences