

# CHRIS SCHNACKY

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## DIGITAL PROJECT MANAGER / MARKETING MANAGER

11 years experience working with online / digital marketing and design

Seeking: Project or program management position

- ☑ Intuitive marketing manager who dives deep to uncover motivating behaviors of target audiences in order to develop appropriate go-to-market strategies.
- ☑ Proactive thinker who constantly searches for opportunities to leverage company messaging and branding across appropriate digital channels and e-commerce websites.
- ☑ Creative concept approach that draws from internal client project vision to develop unconventional approaches that shift audience paradigms and capture attention.

**Marketing:** Branding, Messaging, Content Development, User Interface Design, Metric Analysis, Social Media, Awareness Campaigns, Website Design, Collateral Development, Needs Assessment, Business Development, Illustrations, Photography.

**PM:** Creative Brief Writing, Scoping, Risk Assessment, Quality Assurance, Implementation, Agile Process

**Software:** Adobe Design Suite, HTML, CSS, XML, Site Catalyst, Google Analytics

## Digital Project / Marketing Experience

Xerox - Wilsonville, OR

**Digital Project Manager**, 2/2014-present

*Manage incoming technology (office and production product based) projects globally for Xerox.com and the supporting team. Use site analytics and customer insights to define site strategy, performance improvements and project direction. Work to develop driving strategy and ensure alignment of projects to company direction. Work closely with internal creative teams and external agencies to provide design guidance and feedback. Proactively work to analyze site performance and design solutions to increase user engagement.*

Xerox - Wilsonville, OR

**Site Program Manager, Indirect Channel**, 7/2010-2/2014

**Web Developer**, 11/2008-7/2010

*Lead micro-team developing new marketing solutions and site improvements to the Xerox indirect channel. Strengthen stakeholder relationships through collaboration and implementation of channel-driven solutions. Examine site analytics and customer insights to identify opportunities for performance improvements and define resulting site changes. Process all update requests for North American Reseller extranet and internal support site, and support marketing efforts through site improvements including design and technical updates.*

### Top Contributions:

- **Managed the development and launch of the Xerox.com products page** that changed the way Xerox presented Office and Production products on the web and began a cascade to further expand upon the new strategy.
- **Managed the strategy and redesign of the Xerox.com production product page** which improved upon the presentation of the production portfolio of products and greatly increased the number of actions taken.
- **Captured independent ranking by CRN.com as best "Partner Portal"** which beat out closest competitor by 9 points; created positive, intuitive, and engaging user experience for 50,000 partners accessing the North American reseller site by revamping navigation structure to better reflect program and promotional structure.

- **Introduced Xerox eConcierge program into marketplace that delivered competitive edge** which distinguished company from competitors by providing superior service solution; orchestrated online implementation that included stakeholder management of design agency, Xerox eConcierge technical team and program managers, North American Resellers sales team, and internal technical team to successfully launch on-time.
- **Implemented a user action based metric system** across the North American reseller site to provide ROI on promotion performance; created metric dashboards / spreadsheets, and initiated metric review meetings to determine programs, promotions, and marketing newsletter content that created highest customer engagement.
- **Launched improved dealer locator on Xerox.com website** using a map based solution and incorporating new business and channel rules.
- **Revamped and delivered polished Xerox Premier Partner Global Site to deliver full functionality**, added interactive content elements, and to ensure regular updates / maintenance to create best-in-class primary communication platform for channel partners accessing products and promotions.
- **Consolidated marketing, promotions, programming, and site content updates** by creating structured processes that provided easy updates while also tracking projects and facilitating cross-marketing pollination of different divisions.

Allure Media Design – Portland, OR  
**Lead Designer and Marketer**, 10/2005–11/2008

*Established start-up company providing marketing and website design service to clientele in need of specialized provider. Acted as client liaison managing accounts and provided leadership on marketing projects including consulting expertise on branding, advertising, project-based photography, and project management. Administered complete idea-to-implementation of client website materials and design, programming, purchasing, domain setup, and account hosting as inclusive or a-la-carte service.*

Web-Site Express – Portland, OR  
**Designer / Lead Programmer**, 8/2003–9/2005

*Acted as client liaison, lead designer and programmer on clients; consulted with clients to discuss Internet business solutions and developed teaching guides for customer website maintenance.*

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## Education

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**Bachelor of Science in Multimedia and Web Design**  
 The Art Institute of Portland – Portland, OR

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## Recommendations

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*“Chris is the quintessential project manager who understands what needs to be done and delivers on his commitments. I had the pleasure of having Chris as part of my team during the development, launch and growth of an eCommerce platform and relied on him to quickly analyze projects, identify problems and develop solutions. Chris consistently demonstrated a strong work ethic and ability to deliver quality results on tight deadlines by doing whatever it took to complete the job. Chris is well respected and much loved by the team in his current role and will be a valuable asset to any team he works with in the future.”*

— **Tim Golik**, *Principal Program Manager, Microsoft*

*“While at Xerox, I managed the NARS (North American Reseller Sales) Federal and Education sector marketing programs and promotions along with the software solution products for the channel. I worked closely with Chris to design, build and continuously update each of these sections of the site. Not only did Chris effectively manage and deliver the needed updates on time, he also produced banners and other design elements that required a quick turn or when our creative team was at capacity. Chris also worked tirelessly to improve these sections of the site, producing metric reports and recommendations based on the findings while integrating previous learnings into our projects. At Xerox, Chris has a well-earned reputation for excellence. He was always a welcome addition to meetings, a pleasure to work with and was frequently sought out for his broad knowledge base. I can’t recommend Chris highly enough. Jennifer Anderson, Global Digital Marketing Manager at Intel Corporation”*

— **Jennifer Anderson**, *Marketing Manager, Digital Marketing & Media, Intel*

*“Chris is helpful, resourceful, thoughtful, and wise. He is good-humored and easy to work with. He wants to help, he wants to share ideas and learn more. Besides his high emotional intelligence, he makes juggling multiple complex projects look easy. I learned more about user experience marketing from him than I ever learned in school. I could always count on him to explain web stuff in layman’s terms, troubleshoot my HTML, consider all the angles of implementing our campaigns, and leverage what he learned from working with other departments to make us all more efficient.”*

— **Ann Hammer**, *Senior Graphic Designer, Lightspeed Aviation*