



CHRISTOPHER GESSMAN

Growth Catalyst | Strategic Marketing Leader

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CORE COMPETENCIES

- Account Management
- Advertising
- Executive Presentations
- B2B & B2C Sales
- Customer Relations
- Social Media Marketing
- Cold-Calling
- Needs Assessments
- Market Penetration

EDUCATION

GRAND CANYON UNIVERSITY
Bachelors' degree in Business Administration with an emphasis in Marketing - Incomplete
2005 - 2007

COMMISSIONED OFFICERS LEADERSHIP SCHOOL, Dallas, Texas
OCS (2nd Lt)

PROFESSIONAL PROFILE

Visionary and results-driven executive offering significant experience in leading marketing strategy and implementation for globally iconic brands. Adept at driving brand loyalty, increased revenue and organizational reinvention at multiple contexts, to successful brands. Expert at embedding a continuous improvement culture, driving teams on multimillion-dollar business initiatives, and aligning people and department to propel business growth.

Dedicated to building cross-functional teams capable of solving complex and high-profile communications challenges with creative vision, purposeful collaboration, and precise execution.

A proven Champion of social media marketing tools, technologies, and social media channels with a track record of creating and implementing successful social media programs. Keep up-to-date with consistently evolving technologies in online social networking, the blogosphere, search tools and web 2.0, and work closely with clients to create innovative and effective campaigns.

WORK EXPERIENCE

President /Chief Executive Officer Feb. 2017 - Present
ILLUMINATE CREATION LLC

In a business-critical role making a substantial contribution to the future growth of a digital marketing & advertising firm. Responsible for all corporate marketing, researching and planning campaigns, including the delivery and results for a key strategic initiative

- Orchestrate and implement breakthrough integrated marketing campaigns, and manage all phases from initial strategic direction through post campaign analysis.
- Serve as a liaison between PR, press and marketing communications agencies, as well as identify digital/social media tools to improve efficiency and simplify the business process.
- Hold concurrent responsibilities for managing and progressively improving the performances of the marketing team responsible for marketing, website, online campaign, analytics and social media.
- Establish and maintain relationships with senior leaders and stakeholders to uncover marketing needs within organizations.
- Increase conversion rates, reduce bounce rates, and improve ROI by monitoring analytics reports and adjust accordingly.
- Develop and execute successful written and oral presentations at C-Suite level that generate new revenue streams while meeting revenue goals.

KEY ACCOMPLISHMENT

- Built & managed over \$276,000 per year in client portfolio.

Purchasing Coordinator (Contractor) Jun. 2011 - Dec. 2016
FLOWSERVE SULPHUR SPRINGS, Texas

- Innovatively established and maintained a new Flowserve subdivision of the supply Chain department, implementing effective inventory controls and reducing overall operational cost.

CHRISTOPHER (BILAL) GESSMAN

Growth Catalyst | Strategic Marketing Leader | Storyteller + Disruptor

TECHNICAL SKILLS

Microsoft Office - MS Excel 2010,
MS Word 2010, MS PowerPoint
2010, MS Outlook 2010,
Photoshop, MS SharePoint 2010,
Oracle Star

PERSONAL SKILLS

- Adaptability
- Motivation
- Organizational
- Creativity
- Productive

EXTRA

AFFILIATIONS

United States Air Force Auxiliary,
Civil Air Patrol
Habitat for Humanity – Dallas, TX

VOLUNTEER EXPERIENCE

Charity/Organization
Date

VOLUNTEER EXPERIENCE

Charity/Organization
Date

EXPERIENCE continued

- Instrumental in tracking and maintaining both foreign and domestic logistical operations, while implementing new and innovative ways to manage shipments for in-house buyers and planners.
- Established performance measures, monitored and analyzed performance metrics to identify and implement performance-based improvements.

KEY ACCOMPLISHMENT

- Increased the combined Flowserve inventory accuracy by 13.5% with a reflection of 6% increase in 6 months in on-time-delivery.

Marketing Manager (Consultancy Only)

Oct. 2010 - Jan. 2011

WIRESTORM INNOVATIONS

- Utilized the SWOT method and the Marketing Mix (The five P's of Marketing) to develop and implement structured Marketing positions and strategies.
- Consistently researched both market data and trend analysis In order to design comprehensive marketing tools to increase the success ratio for our sales team.
- Directed the development and delivery of sustainable solutions, systems, and processes that satisfy specific client objectives and requirements.
- Demonstrated information technology expertise with focus in solutions that streamline operations and satisfy immediate and long-term technical and business needs.
- Built a dedicated, action-oriented team in cross-functional areas including: technical, sales, marketing, and services.

Marketing Manager

Mar. 2008 - Mar. 2011

BROXIOM GROUP

- Created and implemented short- and long-range operational goals, objectives, policies, and operating procedures as an Executive Management Committee Member.
- Implemented new marketing campaigns targeted at various specific demographic audiences. Delivered a 68% improvement in individual training initiative.
- Charged as Marketing Manager of both Broxiom Advertising Dubai and Broxiom Investments in Abuja Nigeria.
- Consistently exceeded goals in key metrics: corporate start-up, profit and loss management, relationship maintenance in investor relations by developing new business and marketing opportunities.

KEY ACCOMPLISHMENT

- Utilized synergetic distribution points to decrease start-up capital by 77% for PetMart Magazine within the first 6 months of operations.

Marketing Assistant

2002 - 2008

ADVANCED NETWORK TECHNOLOGIES

- Worked directly for the marketing director supervising and assisting 12 marketing team members; led marketing campaign, pricing structure and sales strategy.
- Accountable for development and promotion of business plans, creation and application of budget, recruitment and maintenance of investors.
- Created company mission statement, adjectives, polices, and explicit short-and long term direction.
- Built partnerships with residents in various locations in Mumbai for user-generated content.