

# CHRIS LASKEY

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## PROFILE

Experienced business leader specialized in marketing strategy using a multi-channel approach to connect acquisition funnels to sales funnels with KPI's. Looking to leverage my experience to drive creativity, efficiency, and effectiveness in brand performance.

## SKILLS

Marketing Strategy Business Strategy Email Marketing Business Planning Brand Awareness Social Networking Strategic Marketing Consultancy Multi-Channel Marketing Audience Development Customer Acquisition

## EXPERIENCE

### DIRECTOR OF MARKETING, TELIAX, INC; DENVER, CO / WASHINGTON DC – 2016 - PRESENT

- Proposed and launched a new profit center branded as Leap Telecom after performing a deep analysis into existing infrastructure and assets.
- Founded and now helm a full service marketing department, through defining strategies, planning, collaboration, and analytics, in order to service TeliAx and its subsidiaries, the Toll-Free Exchange and Leap Telecom.
- Rebuilt organization's three websites including new content creation with the introduction of email newsletters, social media accounts, video production, and press releases.
- Translated industry technical jargon into information easily distilled by an extensive customer-base allowing for more sales conversations.
- Strategic assessment of TeliAx's business units to plan, implement, and optimize creative marketing strategies thereby increasing awareness, generating leads, and converting more opportunities.
- Designed and managed quarterly and annual marketing budgets for TeliAx, Toll-Free Exchange, and Leap Telecom
- Selected, developed, implemented, and managed company wide CRM in order to build a sales funnel and infrastructure to connect marketing leads to the sales team.
- Consulted on the lead and sales funnel by analyzing conversion ratios on a monthly basis, including the conversion of prospects to leads and the conversion of leads to opportunities.
- Developed and maintained all contact channels such as, websites, social media, YouTube, email content, and ring groups.

### MARKETING MANAGER, AFRICA ADVENTURE CONSULTANTS, DENVER, CO – 2014-2016

- Developed, branded, and implemented The Livingstone Club, a VIP echelon known as, Tanzanite Circle, and a worldwide sales strategy available exclusively to repeat travelers known as, Out of Africa. This luxury travel planning service was developed due to research and data analysis that showed the importance of repeat and referral business.
- Worked with in-country partners, lodges, hotels, and ground handlers to create unique content marketing campaigns to increase partnership ties with luxury travel destinations, and services as well as show direct ROI for increased bookings over the life of the campaign.
- Monitored marketing and advertising landscapes to develop new and innovative ways to increase leads and improve conversion ratios for the affluent travel market.
- Planned, implemented and optimized creative marketing strategies to generate leads and increase reach.
- Developed and managed annual marketing budget, oversaw vendors, calendars, campaigns, performance evaluations, and optimizations.
- Oversaw and implemented all marketing activities while constantly evaluating the future of present decisions.

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## MANAGING PARTNER, INDEPENDENT ENDURANCE SPORTS, DENVER, CO – 2010-2014

- Independent Endurance Sports was an organization I created to sell, organize, manage and consult on events such as running, triathlon, cycling, and stand-up paddle boarding; including the city wide Denver Triathlon.
- Strong relationship management across a wide spectrum of sources, outside organizations, agencies, media outlets, stakeholders, and an overarching orientation towards consumer relevance.
- Researched insight into stakeholders to determine what strategies produced a positive response within test groups. Developed corresponding sales and marketing programming.
- Deployed a marketing vehicle known as the Brand Ambassadors in order to extend the voice of our product through one-on-one interactions. Brand Ambassadors discussed our events among athletes while training with them.
- Participated and interacted with city councils, departments, committees, public organizations, and citizen groups to maintain standing and support of successful programs.
- Coordinated all facets of business planning including financing, budgeting, registration, sponsor fulfillment, staffing, training, and any other business need.
- Recruited, managed, and enabled all staff, as well as implemented planning and operational goals and objectives.

## MANAGING DIRECTOR, PACIFIC SPORTS LLC; ANAHEIM, CA – 2008-2010

- Pacific Sports' Project Manager on the Dow Live Earth Run For Water (a one day international initiative to raise awareness of the global water crisis through running and music).
- Management of Pacific Sports' staff, as well as recruited and managed team leaders for 25 international markets.
- Delivered SOP, budgeting, marketing, best practices, and other deliverables, for all national and international race directors.
- Oversaw all race directors, focusing on: strategic marketing (nationally and internationally), registration, local web development, fundraising, staffing, course layout, branding, safety and crisis management, permitting, finalizing all plans, schedules and budgets with the strategic partners.
- Detailed budgeting between local race directors and strategic partners differentiating between running, entertainment, and sponsor/NGO village budgets per location.
- Handled all communications, channeling approvals, issues, concerns, and successes between the strategic partners and the race directors.
- Directed all operations over both New York City and Los Angeles events including: permitting, staffing, crisis management, final approval over all logistics regarding the runs, the expos, and finish line entertainment which included Melissa Etheridge in LA and John Legend featuring the Roots in NYC.

## DIRECTOR OF RUNNING, EXCLUSIVE SPORT MARKETING; BOCA RATON, FL – 2005-2008

- Worked with a diverse set of individuals, non-profits, community groups, staff, and stakeholders to produce professional and well run events for youth, professional, and weekend-warriors alike.

## EDUCATION

UNIVERSITY OF MIAMI, CORAL GABLES, FL – MASTERS OF SCIENCE, SPORTS ADMINISTRATION, 2005

DRAKE UNIVERSITY, DES MOINES, IA – BACHELOR OF ARTS, ADVERTISING, 2002