

# Chris Laskey

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## Summary and Objective

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I am a marketing leader who thrives on enacting strategies to grow engagement with customers and stakeholders while collaborating across the organization. I have developed and executed go-to-market strategies across multiple organizations, companies, products, services, and technologies by defining the market, developing buyer profiles, creating value propositions, product packaging, sales tools, and KPIs. I am looking for an opportunity to utilize my experience as a marketing strategist to launch actionable plans with measurable results that build better products, grow market share, and increase the number of engaged customers.

Audience Development  
B2B Campaigns  
Brand Creation  
Budgeting  
Business Planning  
Customer Acquisition

Customer Engagement  
Data Analysis  
Marketing & ROI  
Product Development  
Product Packaging  
Project Management

Social Media Strategy  
Strategic Marketing  
Strategy Development  
Sales Offer Creation  
Vertical Development  
Value Proposition

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## Career Experience

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**Director of Marketing**, Teliix, Inc., Denver, CO/Washington, D.C. 2016 - 2019

- Launched the company's full-service marketing department and created the strategic marketing plan that oversaw the definition of market segments for the company's SaaS platform and range of hosted telecommunication products based on targeting, positioning, pricing, packaging, and differentiation, utilizing effective marketing strategies to propel company growth.
- Worked directly with senior leadership to provide guidance and spearheaded the launch of Leap IP Communications as a new company with three new market verticals.
- Utilized developers, support engineers, sales team, customers, and partners to cross-functionally understand changing marketing needs and drive growth through successful marketing campaigns.
- Increased leads for Teliix's business voice products by 150 percent; increased minutes of toll-free calls passed through the Toll-Free Exchange by more than 400 percent.
- Oversaw a team of writers and artists to design and produce, sales materials, white papers, videos, and sales collateral.
- Managed all branding and logistics at sponsored events including collateral, presentation materials, sales handouts, giveaways, and booth designs.
- Defined and directed the design of digital, print, social, email marketing, multiple websites, and field marketing products, ensuring consistent messaging, supporting the sales team, and brand positioning.

**Marketing Manager**, Africa Adventure Consultants, Denver, CO 2014 - 2016

- Hired external freelance and agency resources.
- Developed and implemented creative marketing, content, and communications strategies to generate leads and increase company reach while administering all marketing activities.
- Created and supervised the annual marketing budget, established relationships with vendors, developed company-wide calendars, and established successful campaigns.

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- Collaborated with partners including lodges, hotels, and ground handlers to produce unique content and marketing campaigns to foster existing and potential partnerships with luxury travel destinations and services.
- Researched and moved the company to expand sales outside of Africa, rationalizing the value proposition and developed the packaging to expand sales outside Africa travel to diversify and stabilize long range sales.
- established The Livingstone Club and Tanzanite Circle known internally as VIP groups of loyal customers to secure engagement with our customers and cultivate relationships.
- Increased qualified leads for safari customers by 40 percent and collaborated with the sales team to improve conversion rates from 20 to 30 percent.

## **Founder**, Independent Endurance Sports, Denver, CO

2010 - 2014

- Created this company to manage endurance events connected to social good, such as the Denver Triathlon which worked with the C Different Foundation to introduce the visually impaired to the sport .
- Generated significant relationships with clients, partners, and key stakeholders such as organizations, agencies, media outlets, and more.
- Implemented marketing and communications strategies to persuasively connect with our target audiences and utilized test groups to gauge the success of our strategies to determine their efficacy.
- Executed the company's budget, secured high dollar sponsors, attracted and trained staff.
- Led all strategic marketing efforts to ensure maximum, attendee, exhibitor, sponsor, and key stakeholder engagement and awareness to increase attendance and revenue at events.
- Oversaw company communications to increase brand and customer growth, sponsorship sales, and exhibitor sales, including press releases, core creative materials, and stakeholder proposals.
- Initiated, vetted, and oversaw, new marketing initiatives, vendors, and contractors, to optimize the existing marketing, drive future innovation, and maximize success leading to an increase in event attendance year-over-year by 30 percent and increased sponsorships by 50 percent.

## **Managing Director**, Pacific Sports, Anaheim, CA 2008-2010

- Supervised staff, recruited and managed team leaders, organized races, and directed marketing efforts.
- Managed the Dow Live Earth Run For Water (a one-day international initiative to raise awareness of the global water crisis through running and music) with global attendance of 100,000+ individuals.
- Sourced and analyzed all partnership opportunities for the Dow Live Earth Run For Water to align tier 1 international market strategies with the overall project goals.
- Oversaw the full marketing and operations teams, including the Marketing Manager, Marketing Strategy & Partnerships Manager, Sponsorship Sales Manager, and Director of Operations.

## **Director of Running**, Exclusive Sports Marketing, Boca Raton, FL 2005-2008

- Developed relationships with individuals, non-profits, groups, staff, and key stakeholders in order to market running events for youth, professionals, and avid athletes.

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## Education

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### **Master of Science in Sports Administration**

University of Miami, Coral Gables, FL

### **Bachelor of Arts in Advertising**

Drake University, Des Moines, IA