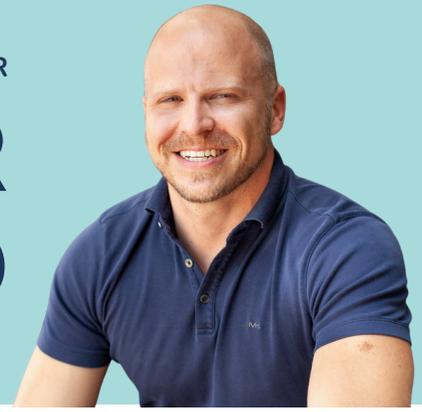




FRACTIONAL, GROWTH MARKETER

CHRISTOPHER MEDENWALD



501.428.0853 • cgmedenwald@gmail.com • Fayetteville, Arkansas

PERSONAL PROFILE

A versatile, growth-driving, fractional marketer specializing in B2B startups and SMBs with 20+ years of experience practicing and teaching marketing

WORK EXPERIENCE

FRACTIONAL, GROWTH MARKETER

Various B2B Companies | 2022 - Present

- Developed a comprehensive marketing program for a regional IT services provider, tripling their search traffic and MQLs
- Led the development of a brand, content marketing program, and website for a cutting-edge HR tech company
- Consulted and freelanced for a total of five growing B2B service-providers
- Created websites, blogs, videos, case studies, sales collateral, emails, ad campaigns, social content, lead-gen systems, etc.

MARKETING INSTRUCTOR

University of Arkansas, Walton College of Business | 2019 - Present

- Instructor of Digital Marketing, Search Marketing, and Marketing Research for both undergraduate and graduate programs
- Awarded the college's Lecturer of the Year award (2020)

DIRECTOR OF CONTENT & COMMUNICATIONS

Field Agent | B2B, SaaS retail solutions | 2014 - 2020; 2021 - 2022

- Led the B2B startup's content marketing program, generating 200 high-quality MQL leads every month on average
- Launched the "Endcaps & Insights" digital, retail publication and grew the subscriber base from 0 to 5,000 retail professionals
- Planned, executed, and reported on over 1,200 surveys/audits

VP OF MARKETING

Modthink Marketing | full-service marketing agency | 2020 - 2021

- Supervised content programming for 12 clients, including campaign strategy, messaging, and distribution

BUSINESS PROFESSOR

Central Baptist College | 2004 - 2015 | Asst. Professor of Business

- Twice awarded the college's highest teaching award

EDUCATION

DOCTOR OF PHILOSOPHY

Leadership Studies, Dallas Baptist University, 2013

- Earned 4.0 GPA with business concentration
- Dissertation: "Becoming a Military Supervisor: A Phenomenological Study of the Experiences of New Noncommissioned Officers"

MASTER OF SCIENCE

Economic Development, University of Southern Mississippi, 2004

BACHELOR OF SCIENCE

Management Studies, University of Maryland Global Campus, 2003

MILITARY

UNITED STATES MARINE CORPS

Sergeant, Honorable Discharge, 2003

- Veteran of Operation Iraqi Freedom
- Meritoriously promoted to rank of sergeant
- Awarded NCO of the Quarter, 1st Marine Headquarters Group
- Twice awarded the Navy Achievement Medal

SKILLS - FROM A TO Z

#AgileMarketing #AudioAds #B2BMarketing #Blogging
 #BrandDevelopment #CanvaDesign #CaseStudies #ContentMarketing
 #Copywriting #CTV Ads #DirectMail #DisplayAds #EmailMarketing
 #EventMarketing #GoogleAds #HubSpot #LeadGeneration
 #LinkedInAds #MarketResearch #MarketingAnalytics
 #MarketingAutomation #MediaRelations #MetaAds #Newsletters
 #PersonaDevelopment #PressReleases #PrintAds #SalesCollateral
 #SalesSupport #SaaSMarketing #SearchAds #SEO #SocialAds
 #SocialMedia #StartupMarketing #Storytelling #UX #WebDesign
 #YouTubeAds #ZeroClickMarketing

