

CHRISTOPHER MEDENWALD



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PERSONAL PROFILE

20+ years experience as a marketing practitioner and educator specializing in digital marketing, content creation/distribution, brand messaging, lead generation, and B2B/startup marketing

WORK EXPERIENCE

MARKETING SPECIALIST & ADVISOR

WayPave | HR tech, SaaS hourly-hiring platform | 2024 – Present

- Leading the development of WayPave's brand and building its content, website, email, SEO, and advertising programs
- Developing the startup's lead-gen and growth strategies

DIGITAL MARKETING CONSULTANT & FREELANCER

Self-Employed | 2022 – Present

- Marketing consultant for five growing B2B service-providers
- Created websites, landing pages, blogs, emails, social content, digital ad campaigns, lead-gen systems, and more

INSTRUCTOR OF MARKETING

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 research projects

VP OF MARKETING

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

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

ASST PROFESSOR OF BUSINESS

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 (SACS-accredited), 2013

- Earned a 4.0 GPA with a concentration in business
- 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 #B2BMarketing #Blogging #BrandDevelopment
#CanvaDesign #CaseStudies #ContentMarketing #Copywriting
#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
#ZeroClickMarketing