



CHRIS FUMEROLA

DIGITAL MARKETING DIRECTOR, ENGINEER, AND STRATEGIST

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Aubrey, TX



ABOUT ME

As a dynamic and award-winning Director of Digital Marketing, I possess over 15 years of progressive leadership experience. My commitment to delivering the highest quality digital productions and strategy to corporate clients is unwavering. I excel at researching and developing vital new technologies to drive business communications and remain at the forefront of innovation.

My passions for engineering and communication have converged into a career in digital marketing, which excites me tremendously. With expertise in web development, e-commerce, video production, podcast creation, and graphic design, I am well-versed in various facets of digital marketing. My ultimate goal is to leverage my skills and experience to help businesses achieve their digital marketing objectives.

EDUCATION

Bachelor of Science

Southern Illinois University Carbondale
2004 - 2008

AWARDS

TELLY AWARDS

2012, 2013, 2014, and 2015

AAF AWARDS

2011, 2013, 2014, 2016, 2018

HMS "CRUSH IT" AWARDS

Q3 2017 and Q2 2019 Marketing
Employee of the Quarter awards

EXPERIENCE

Crown Laboratories

2021 - Present

Director of Digital Strategy

- Developed and executed Crown Laboratories' digital strategy, resulting in a 1,300% increase in digital lead generation in the first year and a 240% increase in website users, driving over 2 million users in growth in two years.
- Oversaw the production and deployment of web, multimedia, and sales collateral.
- Directed the development and management of sales enablement systems and tools, resulting in an 80% increase in lead generation conversion rates with the sales team.
- Managed the construction, strategy, and operations of a multi-brand B2B and B2C e-commerce system.
- Designed a company-wide learning management system (LMS) for sales and marketing training, which addressed the needs of over 7,000 global clients.

HMS (Health Management Systems)

2014 - 2021

Senior Multimedia Manager

- Led and managed multimedia production for the marketing, sales, and internal communication departments, achieving an annual average of 300 video releases with engagement rates exceeding 60%.
- Coordinated with a highly skilled and award-winning team of editors and designers.
- Oversaw the marketing budget for web, email, and media strategy to ensure alignment with the company's goals and objectives.
- Developed and executed a digital B2B engagement plan resulting in a significant increase of digital leads to over 2,700 per month within two years.
- Successfully built and managed the HMS multimedia studio in Irving, TX, designed to support live broadcast, podcast, internal communications and events.

NSHMBA

2014 - 2015

Marketing Manager / Marketing Consultant

- Managed a three-person design team to produce high-quality marketing materials.
- Developed comprehensive marketing strategies for media buys, website, engagement campaigns, and commercial productions to reach diverse audiences.
- Crafted media campaigns that aligned major Fortune 500 companies with NSHMBA's message, driving engagement and building strategic partnerships.
- Conceptualized and executed event themes and production schedules, resulting in successful events that received positive feedback from attendees and stakeholders.

Business Builders

2010 - 2014

Digital Media Director

- Supervised, mentored, and trained the video department staff in all aspects of video production for a diverse range of clients, including State Farm, Caterpillar, and ADM.
- Provided consulting services to clients on media strategy, web presence, and lead generation, resulting in increased brand awareness and business growth.
- Managed the construction and operations of a 2,400 sqft/3 camera studio, overseeing the production of over 200 regional and national commercials in 4 years.
- Collaborated with cross-functional teams to ensure the successful execution of all digital media projects, maintaining high quality standards and timely delivery.

Trace Design

2008 - 2010

Video, Graphic, and Web Designer

- Produced and edited regional commercials and live events for clients.
- Designed, developed, and maintained websites for a variety of clients.
- Developed and executed the media plan for the 2009 and 2010 Illinois State University Football program.