

Christoph Grosse

Digital Marketer

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http://christoph.works

(610) 350 - 6030

SKILLS

Content Marketing

Well versed in content strategy and brand management. Proficient in photo editing and content creation via Adobe Creative Suite.

Search Engine Optimization

In-depth knowledge of on-page testing and optimization, tracking custom search engine marketing campaigns, and keyword research.

Social Media

Successful in driving audience engagement and measuring retention across Facebook, Twitter, LinkedIn, and Instagram.

Digital Advertising

Familiarity with CPC advertising best practices, paid traffic acquisition, copywriting and media planning.

Analytics

Google Analytics and AdWords certified. Experienced in setting goal funnels, link building, and utilizing KPIs to drive conversions via tagged campaigns.

APPS

Adobe Creative Suite
Google Analytics & AdWords
Google Webmaster Tools
Hootsuite & Buffer
Hubspot Inbound & Email
Microsoft Office
Salesforce
Shopify
Squarespace & Wordpress

INTERESTS

Cooking & Food Culture
Fashion & Styling
Music
Photography
Writing

EDUCATION

Digital Marketing, B.S. | Rochester Institute of Technology

Graduating May 2018

GPA: 3.4 | Saunders College of Business

Dean's List 2016 - 2017

Coursework | Search Engine Marketing, Social Media Marketing, Market Analytics

PROFESSIONAL EXPERIENCE

Marketing Associate | Heartland School Solutions

Rochester, NY Jun 2017 - Present

Currently leading demand generation campaigns to market Heartland software and services. Spearheading content strategy and development efforts. Developing landing pages, blog posts and value-added marketing material. Maintained and grew social accounts for MySchoolBucks. Assisted in planning 2017 national tradeshow.

Social Media Manager | Rochester Institute of Technology

Rochester, NY Jan 2017 - May 2017

Edited, created and scheduled daily social media content about campus life at RIT. Maintained an editorial calendar for a team of content creators. Compared weekly performance reports to determine KPIs. Wrote interviews, blog posts and articles. Increased Instagram following by 25% over 4 months.

Program Director, DJ | WITR Radio

Rochester, NY Aug 2014 - Mar 2018

Executive board member managing all broadcasting, production, and scheduling for an award-winning FM radio station. Created partnerships with outside organizations to expand listenership. Produced on-air content including artist interviews, podcasts, PSAs and promotional material for local businesses. Hosted a weekly radio show.

SELECTED PROJECTS

Google Analytics SEM Campaign | Digital Marketing Capstone

Rochester, NY Feb 2018 - Mar 2018

Crafted a self-promotional marketing campaign, utilizing Google's URL builder. Promoted a landing page through five channels with tagged URLs. Tracked events and conversions to calculate ROI on time spent promoting and analyzing each campaign.

Website Redesign and Optimization | AVVINO

Rochester, NY Nov 2017 - Jan 2018

Redesigned the website of a locally owned, contemporary American restaurant. Tracked user behavior and optimized the site to drive traffic to the Menu and Reservations pages, increasing total online reservations by 10%.

Content Marketing Campaign | MySchoolBucks/Heartland

Rochester, NY Jul 2017 - Aug 2017

Managed MySchoolBucks' First Day Contest across social channels. Created content to drive participation from 33,000 followers via paid posts. Reached 10,000 new users, resulting in 2000 engagements after a total ad spend of \$200.