

# Christopher Cox

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## CAREER OBJECTIVE

Combine data, creativity and marketing insights telling a story with the most personal, compelling and engaging content to drive increased interactions and leads.

## PROFESSIONAL EXPERIENCE

### **Cardtronics, Inc.**

**Houston, TX | 2013 - 2020**

*Interactive Marketing Manager*

*Supervisor: Matt Milam*

Responsibilities: Create engaging end-to-end digital marketing campaigns using web sites, landing pages and email. Work with B2B and B2C groups to map their customer's journey. Review and report on marketing analytics to drive engagement and conversions.

- Performed SEO analysis and revised site content with targeted keywords and phrases increasing organic search engine rankings
- Setup and routinely reported website analytics using data from Google Analytics, Google Ads, SEMrush and other marketing systems
- Managed multiple Google Ads accounts with over \$100,000 in annual ad spend to drive sales leads and product awareness
- Created a mobile first, user friendly UI/UX framework for websites which is responsive across multiple platforms

### **RKI, Inc.**

**Houston, TX | 2011 - 2013**

*Web and Marketing Manager*

*Supervisor: Jason Drew*

Responsibilities: Understand and communicate the customer journey and best avenues to market products accordingly. Create targeted digital and print marketing materials. Engage distributor network with specials and offers to promote the products.

- Created SEO friendly copy and optimized to balance marketing and organic search results
- Spearheaded marketing efforts into social media, such as LinkedIn, and use of innovative technologies and services
- Redesigned website with a mobile friendly, modern look and feel saving outsourcing costs of over \$20,000
- Manage content and design updates to website and printed media

### **Landry's Restaurants, Inc.**

**Houston, TX | 2003 - 2011**

*Webmaster*

*Supervisor: Michael Leo*

Responsibilities: Work with brand marketing managers to create and enhance the online presence of restaurant brands on the internet. Champion efforts in the beginning states of customer journey mapping.

- Oversee content updates to public websites, corporate intranet and extranet
- Verified copy is SEO friendly and optimized to balance marketing and organic search results
- Lead efforts into email marketing content and campaigns using Fishbowl
- Saved over \$8,500 vendor costs by consistently reviewing current needs and ROI of current and upcoming solutions

### **Texas Petrochemicals LP**

**Houston, TX | 1999 - 2003**

*Webmaster/Senior Support Specialist*

*Supervisor: John Morgan*

Responsibilities: Maintain and create internet and intranet websites and web applications. Directly assist with network administration duties. Handle hardware and software issues.

- Designed and developed original internet and intranet websites saving \$70,000 in agency costs
- Co-developed a PHP and ASP web based ticketing system instead of purchasing a "shrink wrapped" product saving \$25,000
- Create install web page facilitating a faster, more consistent computer setups, fewer errors and less re-builds

## EDUCATION

**Texas A&M University, College Station, TX**

Bachelor of Science Degree in Journalism