

Christian Adams

Principal/Freelancer at Sigma Creative

Cincinnati, Ohio Area, OH, US

Digital Marketing Technologist & Sales
Strategist

Biography

I welcome new connections. sigmacreativeonline@gmail.com Driven to deliver exceptional measurable results and superior ROI through strategic end-to-end marketing. A sales and marketing professional that has established, grown, and optimized businesses' marketing communications initiatives with proven results. Christian has substantial business development and marketing management experience, with a proven ability to increase revenue. A communicator with a passion for elevating customer liaison affairs and high-profile relations through attentiveness, critical thinking, and analytical problem-solving abilities. Christian's communications skills include policy and procedure development, project orchestration, quality assurance, and devising multifaceted marketing communications plans. He is well versed in executing diverse communications-related projects consistently surpassing customer and management expectations. Christian's strategic foundations and entrepreneurial spirit has served Fortune 500 B2B and B2C operations well, while tactile experience in digital, online and social marketing, product development, advertising, trade shows, sponsorships, PR and more, points to a participative leader willing to get involved at design and implementation levels. He has worked on and lead digital marketing projects since the mid-90s. As Seen On: ? Hubspot ? Vocus ? SlideShare (Featured, Hot on Twitter, Hot on LinkedIn - 100K+ views) ? TEDxColumbus ? Good Day Columbus ? 614 Magazine Specialties: ? Website Planning, Design, Development ? Brand Positioning ? Customer / User Experience ? Persona Development ? SEO, SEM, SMO ? Social Media Strategy & Implementation ? Customer Engagement Strategy ? Mobile Marketing Strategy ? Digital, Directional, Content Marketing ? Web Analytics ? Media Relations / Public Relations ? Marketing Collateral Development ? Client Service & Customer Relationship Building ? Competitor Research & Analysis

Availability

Panelist, Workshop

Industry Expertise

Photography, Audio Visual, Media - Online, Advertising/Marketing, IT Services/Consulting, Internet, Social Media, Graphic Design, Market Research, Business Services

Areas of Expertise

Social Media Strategy, Online Marketing, Search Engine Optimization

Affiliations

National Association of Photoshop Professionals, Member of National Broadcasting Society, Administrator at Photoshopcafe.com, Phi Kappa Sigma International Fraternity, Boy Scouts of America

Education

Franklin University

MBA Business Administration

Ohio University

BS, Communications Video Production

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