

# CHRIS CONNOR JR

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## PROFESSIONAL SUMMARY

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10 years experience in digital marketing, project management, content & product marketing roles at agencies (and in-house) servicing businesses ranging from elective health care professionals to B2B SaaS.

Over the past two years, produced content and product marketing strategies which increased conversions, demos — and revenues — for category-leading B2B SaaS technology companies across product analytics, sales/market/business intelligence, cloud services, observability, and developer tooling spaces.

## AREAS OF EXPERTISE

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|------------------------------|----------------------|---------------------|------------------------|
| ✓ Positioning                | ✓ Project Management | ✓ Product Marketing | ✓ Content Marketing    |
| ✓ Search Engine Optimization | ✓ Keyword Research   | ✓ Technical SEO     | ✓ Content Optimization |
| ✓ SEO Reporting              | ✓ SEO Briefs         | ✓ SEO Strategy      |                        |

## PROFESSIONAL EXPERIENCE

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### Product Marketing / Content Strategist, Growth Plays, Remote | March 2021 – March 2023

*Growth Plays provides clear, actionable strategies for B2B technology businesses to use content and search as a platform for thought leadership, product marketing, and demand generation.*

- Produced messaging documentation, custom workflows, and content outlines enabling writers to perform best-in-class product marketing while adhering to the technical constraints of SEO, for B2B SaaS companies (2-3 clients per month).
- Developed recommendations/action items based on initial observations and page-level analysis of existing client content.
- Client and topic examples include (links to search results):
  - AlphaSense, “bloomberg alternatives”
  - Fonoa, “what is e invoicing”
  - Sumo Logic, “siem vs soar”
  - Zip HQ, “intake to procure”

### Business Development & Marketing / SEO, United Restoration, Pompano, FL | September 2019 – February 2021

*Disaster restoration firm servicing government, commercial, and residential customers throughout southern Florida.*

- Obtained the #1 organic position for a service-area-business webpage offering COVID-19 cleaning services throughout Florida for topically related keywords, enabling the firm to compete against national brands offering the same service and operating locally.

### SEO Manager, Conversion Whale, Sunrise, FL | March 2019 – September 2019

*Digital marketing & web development services for independent dental practices and dental groups throughout the United States, UK, and Australia.*

- Built & advocated HTML template for turnkey SEO best practice implementation for agency’s websites prior to production, implemented company-wide — without burdening developer’s workflows.
- Resolved and educated C-suite on client indexing issues due to adaptive/dynamic serving development implementation.
- Led monthly SEO educational meetings for client-facing account executives.

## Digital Marketing Specialist, CBC Automotive Marketing, Portland, ME | May 2017 – January 2019

*Creative, media buying & planning, research, and digital marketing for automotive dealerships.*

- Insourced & managed SEO services offering for agency clients (independent of assigned SEM responsibilities), achieving \$115K of immediate annual reoccurring revenue.

## Project Manager, Advice Media, Park City, UT | March 2016 – February 2017

*Web development and digital marketing for elective health care professionals.*

- Drove turnkey web development operations and supported customers post-sale through final product delivery and approval.
- Improved NPS by 900%, increasing it from -10 to 80 in one year; increased development pipeline speeds and customer approval pipeline speeds; reduced scope creep within website revisional process.
- Developed process documentation to educate customers on phases and post-sales expectations; streamlined communications.
- Interfaced and bridged communications between developers and customers (technical vs non-technical audiences).
- Implemented standard operating procedure for AEs to solicit customer feedback (generated enough positive data to outweigh outlier negative reviews).

## CONTINUING EDUCATION

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- Product Marketing Alliance, *Product Marketing Fundamentals*

## COMMUNITIES

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- Traffic Think Tank, *Learn, connect, and level up with the best SEOs on the planet.*
- Product Marketing Alliance, *The #1 Product Marketing Community*