

Christopher M. Hann

Marketing • Brand Management • Creative Design • UX / UI Architect

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Chambersburg, PA

SUMMARY

Dynamic professional with nearly 25 years of experience at the intersection of creativity and technology, specializing in crafting engaging user experiences and implementing effective digital marketing strategies.

Proven expertise in designing intuitive interfaces for digital media and applications, optimizing brand identity, and enhancing user engagement through strategic content visualization. Demonstrates a comprehensive understanding of the creative and interactive development process, adept at managing creative teams, guiding communication strategies, and directing video, animation, and photography projects.

Renowned for strong organizational skills, efficiency, and a commitment to exceeding expectations for timely delivery.

EXPERIENCE

Senior Manager of Marketing and User Experience

Global Data Consultants, LLC (GDC IT Solutions)

08/2014 - 10/2024 Chambersburg, PA, US

GDC is a premier IT service provider in the areas of application development & support, hardware sales & deployment, managed IT solutions, networking & infrastructure, IT service desk, and workforce staffing services.

- Developed and executed lead generation strategies and activities to enhance the sales pipeline as the sole marketing resource for the first seven years. From 2022 to 2024, successfully build and managed creative team driving engagement, gathering prospect intelligence and optimizing lead generation initiatives.
- Designed user experiences for website, cloud applications, and mobile apps serving a diverse range of clients from small-medium business to Fortune 500 clients.
- Developed a SEO, PPC, and content strategy that increased 2024 web traffic session YOY by 67% while increasing engaged sessions by 51% with an average session time of 54 seconds to drive qualified intelligence to the direct sales team.
- Developed and executed social media strategies and campaigns through LinkedIn, Facebook, Twitter X and Google My Business Local Search to reach our ideal customer profiles (ICP).
- Led Email Campaign growth with over 16,000 subscribers in 2024 resulting in a 2,482% increase YOY in email referrals to the website, an open rate of 28.9% and click rate of 62.9%.
- Managed sales materials, partner relationships, content strategy, social media landscape, user acquisition and brand visibility.
- Led re-branding initiative to consolidate two (2) acquisitions in 2014 and one (1) acquisition in 2024 under the GDC brand.
- Established the GDC brand identity from the ground up, beginning in 2003 with the creation of a new logo and web presence, and continuing to evolve the brand to the present day.

FEATURED SKILLS

Digital Marketing Skills

Google Analytics, Ads and Business Listings ● Bing Analytics and Ads ● Social Media (LinkedIn, Facebook, Twitter/X, Instagram) ● Content Strategy ● Lead Generation ● Email Marketing & A/B Testing ● Marketing Research ● Event Marketing & Planning ● Rebranding & Mergers ● Cross-Industry Experience ● SEO & SEM (SEMrush, BrightEdge)

User Experience & UI Design Skills

User Experience Design (Web, Mobile iOS & Android) ● User Interface Design ● Accessibility WCAG AA ● User Experience Research ● UX Tools (Adobe XD, Figma, Sketch) ● Design (Print, Web, Video) ● Customer-Centric Approach

Creative Skills

Adobe CC (Photoshop, Illustrator, InDesign, XD, Premiere, AfterEffects, Lightroom) ● Brand Identity ● PowerPoint & Keynote ● Creative Direction ● Storytelling for Business Impact

Technical Skills

Data Analysis & Data Analysis Tools ● Cloud Computing: Google Cloud, AWS, Azure ● Web Development: ASP, VB, HTML, CSS, JavaScript, jQuery ● Microsoft 365 & DevOps ● WordPress ● Jira ● Google Workspace

Management Skills

Agile Projects ● Brand Identities ● Operations ● Product ● Process Improvements ● Crisis Management ● Client Relationships ● Project Owners ● Industry Partners ● Vendor Management ● Change Management ● Estimating

EXPERIENCE

Director of Creative Services and Marketing

Carlisle Productions, Inc. (Carlisle Events)

📅 2007 - 2014 📍 Carlisle, PA, US

Carlisle Events hosts multiple collector car events and auctions with a half a million guests generating over \$98 million annually to the local economy in Central Pennsylvania.

- Design director, digital brand creative team leader consisting of a public relation specialists, print production specialists, IT engineers, graphic designers, videographers, and web developers.
- Implemented creative marketing initiatives for twelve (12) collector car event and four (4) collector car auction event brands.
- Event magazine redesign and retool to generate a cost-savings of over \$140,000 annually across 12 events.
- Developed all event marketing plans and online advertising creative strategies for a national automotive market brand.
- Fast-paced growth in-house expanding my role from Web Developer to leadership as Director of IT and finally Director of Creative Services and Marketing.
- Associate production assistant for multiple television series including Corvette Nation and Ford GT Nation.

Manager of Creative Services

Global Data Consultants, LLC

📅 09/2003 - 09/2007 📍 Chambersburg, PA, US

GDC is a premier IT service provider for small-medium business, mid-market, and enterprise clients.

- Design and web development of GDC company website using ASP/ASP.net, HTML, CSS, JavaScript, and SQL.
- Brand Identity strategy and design of brand assets
- Managed and generated sales pipeline, project planning & estimating, service delivery, and client relationship management for web design and development prospects and clients
- Designed and developed Six Sigma intranet portal for an American-made manufacturer of access equipment.
- Designed and developed a rebate service center application for processing of national brand rebates.

Multimedia Developer

Fry Communications, Inc.

📅 07/2000 - 09/2003 📍 Mechanicsburg, PA, US

Fry Communications is an award-winning, full-service printer with 1.3 million square foot manufacturing campus.

- Multimedia design and web development using Macromedia Suite, Adobe Suite, ASP, HTML, CSS, JavaScript, and SQL

Advanced Technologies Lab Manager

TB Wood's

📅 03/1995 - 07/2000 📍 Chambersburg, PA, US

TB Wood's is a well recognized industry leader for highly-engineered industrial couplings and belted drive solutions

- Integrated Motor Drive (IMD) engineering support, build, testing and product release with marketing teams

FEATURED SKILLS

Leadership & Collaboration Skills

Leadership & Team Dynamics ● Cross-Functional Communication ● Team Collaboration ● Networking & Relationship Building ● Thought Leadership

Strategic Skills

Strategic Thinking ● Problem-Solving ● Data-Driven Decision Making ● Creative Problem Solving ● Stakeholder Management ● Brand Strategy

Personal Development Skills

Conflict Resolution & Mediation ● Advanced and Structured Mentorship Programs ● Adaptability & Resilience ● Facilitating Innovation ● Empathy ● Learning Management Systems

INDUSTRIES SERVED

Automotive & Transportation



Construction



Education



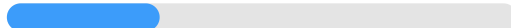
Financial Services



Healthcare



Hospitality



Manufacturing & Printing



Retail



CERTIFICATIONS & LICENSES

DMANC Digital Marketing Certification

Direct Marketing Association of Northern California, 2023

Part 107 Small UAS Recurrent Airmen Certificate

Federal Aviation Administration, 2021

ONLINE COURSES

Advanced Lead Generation

LinkedIn Learning, 2023

Master Digital Marketing

LinkedIn Learning, 2023

Marketing Tools: SEO

LinkedIn Learning, 2023

Google Analytics 4 (GA4) Essential Training

LinkedIn Learning, 2023

Content Marketing Foundations

LinkedIn Learning, 2022

Google Analytics 3.0 Advanced

DMANC, 2021

Google My Business

Google, 2020

Strategic Planning: Case Studies

LinkedIn Learning, 2020

Content Marketing & Strategy

LinkedIn Learning, 2023

B2B Go-to-Market Strategy

LinkedIn Learning, 2023

Marketing Tools: Social Media & Keyword Strategy

LinkedIn Learning, 2023

Learning Path: Advance as a Digital Marketing Specialist

LinkedIn Learning, 2022

Marketing Specialist Credential

Dell Technologies, 2022

Google Ads

DMANC, 2021

Agile Marketing Foundations

LinkedIn Learning, 2020

Search Engine Optimization

DMANC, 2019

EDUCATION

Associate in Specialized Technology

Electronic Institute (York Technical Institute)

📅 1992 - 1994 📍 Middletown, PA

STRENGTHS



Creative Problem Solver

Successfully developed marketing strategies as both an in-house marketer and a B2B client-focused one



Hands-on Marketing Leader

Energetic marketing leader with proven success in brand building and compelling value propositions



Visual Communicator

Able to boil down complex information into compelling and engaging experiences that are easier to digest.



Self-Taught with Experience

Possess a host of certifications, transferable skills and experience including organization skills, motivational skills, perseverance, and problem-solving skills.

VOLUNTEERING

Board of Directors

Chambersburg Community Theatre

📅 08/2017 - 08/2023

Served on the Marketing, Technical, and Business Committees. Provided photography, video, and web services. Designed new website in 2021.

Merit Badge Counselor

BSA Troop 514, New Freedom Council

📅 01/2018 - 12/2022

Served as a Committee Member and Merit Badge Counselor.

Event Photographer

New York Fashion Week F/W 2016

📅 09/2016

Runway show photographer and videographer capturing the live events and interviewing celebrity designers.
