
CHRISTI S. OHRAN

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SUMMARY OF QUALIFICATIONS

Extremely motivated and results-driven marketing professional with exceptional communication skills and a demonstrated background in the following broad-based competencies:

SALES SUPPORT

PROJECT MANAGEMENT

COMPETITIVE ASSESSMENTS

SELF-MOTIVATED

MARKETING RESEARCH

DIGITAL MEDIA MANAGEMENT

TEAM BUILDING

BRAND AWARENESS

CUSTOMER SEGMENTATION

RELEVANT EXPERIENCE

CHG HEALTHCARE SERVICES – *Salt Lake City, Utah*

December 2008 – July 2011

Brand Manager

July 2010 – July 2011

Promoted into a newly developed role requiring full responsibility and management of the marketing for a line of business in one of our fastest growing sectors. Goals included increasing lead generation, digital media management and purchasing including PPC and SEO, and overall brand awareness. Main projects were focused on lead generation through email, providing strategic recommendations on trade show attendance, and presentation of monthly results to division leaders to assist in future marketing strategies.

- Spearheaded the acquisition of trusted partners throughout the healthcare industry to provide consulting services to assist our division leaders in strategy development.
- Generated alliances internally and externally resulting in the identification of actions that would create success for the company, customers, healthcare industry, and community.
- Chosen for a taskforce focused on lead quality from third party websites in an effort to further increase conversion rates

Assistant Brand Manager

December 2008 – July 2010

Selected from a competitive pool of candidates to assist the marketing department of the nation's largest privately held healthcare staffing firm. Charged with oversight of the day-to-day management of media buying, lead tracking, report generation, metrics analysis, market trending, providing recommendations based upon current data trends, and competitive analysis for print and online media. Chosen to participate in several "as needed" projects because of my ability to balance creativity with my analytical and detail oriented nature.

- Completed analysis of email campaign conversion rates and target audience behavior resulting in an 8% increase in lead conversion by providing actionable recommendations.
- Oversaw the creation and launch of a successful content driven microsite resulting in increased brand awareness.
- Selected as a company representative for the annual United Way "Live United" campaign

GES EXPOSITION SERVICES – *Salt Lake City, Utah & Denver, CO*

October 2005 – December 2008

Trade Show & Event Coordinator

Recruited to provide trade show oversight for this multi-million dollar leading exposition and event services firm. Responsibilities included the coordination of all aspects of assigned conferences for a variety of industries and companies. Took ownership of the full life cycle including reviewing desires and expectations before the show, ensure client satisfaction with exposition results, and providing any customer services required to meet client needs.

- Served role as lead executive at Outdoor Retailer, a \$3 Million bi-annual trade show where I oversaw all client needs and supervised the executive team.

EDUCATION

UNIVERSITY OF UTAH – *Salt Lake City, Utah*

1996