

# Christopher J. Mead

814/881-4324 | [Chris@ChrisMead.com](mailto:Chris@ChrisMead.com)

Entrepreneurial leader with 30 years of newspaper and television experience in marketing, branding, product creation, revenue development and change management.

## **Experience**

### **2007 – Present     Chris Mead Associates, LLC**

Internet marketing and branding consultancy engaged with media and private corporations. Practice achieves marketing strategies through cost-effective digital tactics.

## **Highlights**

- 2007 – Present     **Lilly Broadcasting WICU, WSEE, CW and WENY (NY)**
  - Created digital strategy, trained news and sales staffs
    - Achieved significant growth in digital revenue & audience
  - Toledo, Buffalo and Erie Wine Festivals
    - Created and executed local marketing and branding for each event
    - Gross ticket sales were \$300,000; events all sold out
  
- 2011 – 2014     **WTVG (Toledo, OH)/WJRT (Flint, MI)**
  - Replaced CMS and built efficient workflow for news and sales; trained on all digital products and services. Cut over \$30,000 from digital expense budget
  - Created mobile, email, SMS, app push, SEO and social strategies
  - Results for WTVG:
    - Page views increased 153% to 6.6M
    - Visits increased 70%
    - Increased time spent 109% while decreasing bounces 15%
    - Pure digital sales increased 53% to \$400,000 in 3 years
  
- 2009 – 2012     **Salvage Direct - \$17.6M Online Insurance Salvage Marketplace**
  - Created corporate strategic marketing plan and recruited staff to execute the plan as sales grew from \$15M to \$17.5M and nationwide locations grew from 35 to 60 while remarketing over 100,000 vehicles annually.
  - Built a branding program for differentiation which included professionalizing all sales channels and materials, CSR training and digital messaging.

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## **2006 – 2007 Marketing Director, *Erie Times-News* / CEO, CyberInk**

Successfully integrated a separate subsidiary, CyberInk, into the marketing department of the *Erie Times-News* and continued to lead the company's digital strategy.

- **Leadership:** Led change among a highly creative and motivated 17-person team; integrated digital products/services into every conversation; created company-wide, cross-functional teams for brainstorming, planning and benchmarking; organized *Erie Times-News* annual strategic planning efforts; co-managed a 3-person, targeted publications group responsible for \$1 million gross sales; led targeted publication sales efforts.
- **Marketing:** Built customer acquisition and retention strategies using multi-media tactics; ensured external media buys were effective and efficient; created public relations/event marketing position which launched a profitable job fair and successful advertiser workshops; researched and planned for corporate *rebranding* campaign around the newly integrated **GoErie.com** and *Erie Times-News* audiences; orchestrated launch of user-generated content project to enter competing market; led non-traditional revenue brainstorming.

## **1997 – 2007 CEO and Founder, CyberInk, LP**

Created a subsidiary for the *Erie Times-News* to explore new media and created the newspaper's web site (GoErie.com) which generated over \$1 million in revenue by 2007 and 55% market share among Erie County adults.

- Doubled self-service, classified ad placement to \$200,000 (annualized 2007); built specialized, online sales force – increased sales by 35%.

## **1997 – 2006 Co-Founder, Aromas coffeeHouse**

Created the vision, obtained financing and built a local coffeehouse/restaurant in Erie, PA. The successful retail operation employed 12 part-time employees and generated over \$250,000 per year.

## **1991 – 1997 Marketing Director, *Erie Times-News***

## **1985 – 1991 Various positions in newspaper marketing and advertising**

### **Education**

MBA program study Gannon University

B.A. in Advertising, Michigan State University, 1985

### **Industry seminars**

National Association of Broadcasters Conference, API Executive Development Program

### **Community service**

Parkinson Partners, PSE Radio, Erie Humane Society, Flagship Niagara League, Family Services, United Way, Erie County Historical Society, Presque Isle Partnership, YMCA, Martin Luther King Center/NATO, Blood Bank