

CHRIS NORRIS

Director of Marketing | Brand & Demand Generation | Retention & Growth

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PROFESSIONAL SUMMARY

Curious, data-driven marketing leader with 15+ years building retention programs, demand generation engines, and brands from the ground up across health, wellness, and technology. Led Yoga Alliance's first member retention function, driving an 8-point renewal rate increase and 22% new member growth. Owns the full demand gen funnel from paid acquisition through direct sales outreach. Thrives in lean, fast-moving environments where good ideas move faster than org charts.

PROFESSIONAL EXPERIENCE

Director of Marketing & Innovation

Oct 2021 – Present

Yoga Alliance | Minneapolis, MN

- Built the organization's first member retention function from scratch, achieving an 8-point renewal rate increase (73.6% to 81.4%) and 22% new member growth through behavioral data, lifecycle campaigns, and voice-of-customer research.
- Conducted the yoga industry's largest-ever member research study, surveying 13,000+ participants; findings directly drove the addition of a non-credential membership tier, a significant product expansion for the organization.
- Created the organization's first product roadmap, using member analytics and feedback loops to prioritize features that drove engagement and long-term retention.
- Led a comprehensive rebrand spanning 100+ countries, including mission and vision refresh, website relaunch, and messaging repositioned to speak directly to target audiences across all channels.
- Developed sales enablement and member success materials (case studies, testimonials, presentations) used to drive renewals and referrals at scale.

Director of Marketing

Aug 2017 – Sep 2021

The Public Good Projects (a health-focused digital agency) | Minneapolis, MN

- Built a digital marketing department from inception; developed processes and campaign frameworks that scaled across 20+ client accounts simultaneously.
- Produced an animated public health campaign targeting binge drinking that generated 750,000+ views with a 73% viewer retention rate, resulting in a 14% drop in binge drinking behavior among the target audience.
- Drove year-over-year campaign performance improvements in 2020, increasing social media engagement by 14% and website traffic by 26% on average across client accounts.
- Built end-to-end lead generation and conversion flows in HubSpot, from paid ad intake through behavioral automation and direct sales outreach, owning the full funnel from acquisition to close.

Digital Marketing Strategist

Nov 2015 – Aug 2017

Rescue Agency | San Diego, CA

- Directed strategy for 29 social impact brands simultaneously; 17 reached record performance in 2016 with no budget increase.
- Translated complex research (focus groups, brand testing, market studies) into clear creative briefs and channel strategies that consistently outperformed benchmarks.

Marketing Manager

Oct 2013 – Nov 2015

EvoNexus | San Diego, CA

- Generated four highest applicant rounds in organization's history, positioning EvoNexus as the premier startup incubator in Southern California.
- Achieved 60% web traffic growth, 5x media coverage, and 75-125% social growth on a \$1,000 budget.

- Partnered with software startups in the incubator portfolio to help them define their positioning, build early marketing infrastructure, and launch and scale their go-to-market efforts.

Co-Founder

Jul 2011 – Sep 2013

Stealth Startup | San Diego, CA

- Co-founded a mobile app and SaaS startup solving the fan experience problem of not knowing which bars are showing which games. Built the platform connecting fans to bar schedules and to each other based on their location, favorite sports, and favorite teams.
- Led product positioning, brand development, and the early go-to-market strategy.

SERVICE

Educator & Community Development Coordinator

Mar 2009 – Jun 2011

United States Peace Corps | Costa Rica

- Founded a community credit union through a 22-workshop training series in business and financial management, delivered entirely in Spanish.
- Directed an 18-week youth entrepreneurship program; 16 students launched operational businesses by program end.
- Led \$12,750 in community infrastructure fundraising; taught math, English, and business across multiple schools.

EDUCATION

MBA, Global Business Management

University of Alabama

BA, Communications

Southwestern University

CORE COMPETENCIES & SKILLS

Retention & Lifecycle Marketing: Churn reduction, member and subscriber lifecycle programs, behavioral segmentation, reactivation campaigns

Demand Generation: Inbound strategy, SEO, paid acquisition, email nurture, webinars, co-marketing, lead qualification

Brand & Messaging: Positioning, audience-specific messaging, website copy, rebrands, narrative development

Sales Enablement: Case studies, testimonials, pitch decks, one-pagers, proposal development

Analytics & KPI Frameworks: Retention metrics, campaign attribution, data-driven reporting, performance dashboards

Content & SEO: Organic strategy, editorial calendars, thought leadership, social media management

Platforms: HubSpot (lead gen flows, automation, nurture sequences, reporting), Google Analytics, Salesforce, Mailchimp, LinkedIn Campaign Manager

Disciplines: Inbound marketing, SEO/SEM, email marketing, social media, webinars, content strategy, co-marketing

Languages: English (native), Spanish (professional proficiency)