

CHRIS NORRIS

DIRECTOR OF DIGITAL EXPERIENCE | MARKETING STRATEGY, DIGITAL PRODUCT & GROWTH | BUILDING WITH AI

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MINNEAPOLIS, MN

PROFESSIONAL SUMMARY

Marketing and digital product leader with 15+ years building things from zero: marketing functions, digital products, and the teams and systems behind them. Built Yoga Alliance's first member retention function from scratch, lifting renewals 8 points, and ran the largest research study in the yoga industry's history. Now Director of Digital Experience, leading technology and digital product through the organization's shift from a credential-based model to an open annual membership. Thrives where marketing, product, and technology meet, and where good ideas move faster than org charts.

PROFESSIONAL EXPERIENCE

DIRECTOR OF DIGITAL EXPERIENCE

SEP 2025 - PRESENT

YOGA ALLIANCE | TECHNOLOGY & DIGITAL PRODUCT | REMOTE

Lead technology and digital product for a global membership organization serving yoga teachers and schools.

- Leading the digital product side of Yoga Alliance's shift from a credential-based model to an open annual membership, opening the organization to a broader wellness audience beyond yoga teachers and schools. Publicly announced; launching in 2027.
- Lead a team of two and expanded technical capacity, including hiring a Salesforce developer.
- Manage the relationship with the organization's external development agency, setting priorities, scope, and delivery.
- Oversee product design across member-facing digital products.
- Lead the team that builds and ships the organization's marketing pages.

DIRECTOR OF MARKETING STRATEGY & INNOVATION

OCT 2021 - SEP 2025

YOGA ALLIANCE | REMOTE

Led marketing strategy, retention, research, and brand for a global membership organization in 100+ countries, leading a 5-person remote team.

- Built the organization's first member retention function from scratch, with no prior strategy, onboarding, or tooling, lifting the renewal rate 8 points (73.6% to 81.4%).
- Led the setup and implementation of Salesforce Marketing Cloud, building onboarding, renewal, and engagement journeys.
- Conducted the yoga industry's largest-ever member research study, surveying 13,000+ participants; its findings drove the non-credential membership now launching as an open annual membership.
- Led a comprehensive rebrand across 100+ countries, including mission and vision, messaging, and a full website relaunch.
- Created the organization's first product roadmap using member analytics and feedback.

DIRECTOR OF MARKETING

AUG 2017 - SEP 2021

THE PUBLIC GOOD PROJECTS (A HEALTH-FOCUSED DIGITAL AGENCY) | MINNEAPOLIS, MN

- Led marketing strategy for health and behavioral health clients including Kaiser Permanente and SAMHSA, across 20+ client accounts.
- Built a digital marketing department from inception, with processes and campaign frameworks that scaled across all accounts.
- Produced an animated public health campaign that generated 750,000+ views with a 73% viewer retention rate and a 14% drop in binge drinking among its target audience.
- Built end-to-end lead generation and conversion flows in HubSpot, from paid ad intake through automation and sales outreach.
- Managed remote and satellite team members across client accounts.

DIGITAL MARKETING STRATEGIST

NOV 2015 - AUG 2017

RESCUE AGENCY | SAN DIEGO, CA

- Directed strategy for 29 health and social impact brands for clients including the Virginia, New Mexico, and Vermont Departments of Health; 17 reached record performance in 2016 with no budget increase.
- Translated research (focus groups, brand testing, market studies) into creative briefs and channel strategies that outperformed benchmarks.

MARKETING MANAGER

OCT 2014 - NOV 2015

EVONEXUS | SAN DIEGO, CA

- Generated the four highest applicant rounds in the incubator's history, with 60% web traffic growth, 5x media coverage, and 75 to 125% social growth on a \$1,000 budget.
- Marketed the bi-annual Demo Day events and weekly startup events across the Southern California startup community.
- Helped portfolio startups define positioning and launch go-to-market efforts.

CO-FOUNDER

ATHELITE | SAN DIEGO, CA

JUL 2011 - SEP 2014

- Co-founded a consumer mobile app and SaaS startup connecting sports fans to bar schedules and to each other; led product positioning, brand, and go-to-market.

SERVICE

EDUCATOR & COMMUNITY DEVELOPMENT COORDINATOR

UNITED STATES PEACE CORPS | COSTA RICA

MAR 2009 - JUN 2011

- Founded a community credit union through a 22-workshop business and financial training series, delivered entirely in Spanish.
- Directed an 18-week youth entrepreneurship program in which 16 students launched businesses.

EDUCATION

MBA, GLOBAL BUSINESS MANAGEMENT

UNIVERSITY OF ALABAMA

BA, COMMUNICATIONS

SOUTHWESTERN UNIVERSITY

CORE COMPETENCIES & SKILLS

RETENTION & LIFECYCLE	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 & KPIS	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)