

Christopher Algeo

Marketing Director and Copywriter

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Professional Profile

I am a marketing director with more than five years of experience managing marketing projects from conception to completion. To increase sales and brand awareness, I use digital marketing platforms and other advanced technologies.

Relevant Skills

- Search engine optimization
- Social media marketing
- Business intelligence
- Email marketing
- Copywriting

Work Experience

2020 - 2023
Greenpoint Seeds

Director of Marketing

- Designed and implemented marketing and communications strategies and developed corporate branding and image for a cannabis seed bank
- Created and managed marketing content, including email campaigns, blogs, web pages, and social media communications

2015 - 2023
Freelance/Contract

Copywriter and Editor

- Created marketing materials such as product descriptions, web pages, blogs, and news articles for clients in diverse industries
- Edited marketing copy submitted by freelance writers and marketing professionals

2018 - 2020
Bubba's Fine Foods

Marketing Assistant

- Compiled and analyzed market research to improve products and services offered by a snack-food manufacturer
- Performed keyword research and created copy for company website and vendor accounts

Education

2018 - 2020
Colorado State University

Bachelor of Science, Marketing

2016 - 2018
Front Range Community College

Associate of Science, General

Certifications

2022

Yoast SEO for WordPress
Yoast Academy

2020

Google Analytics
Google