

# CHASE ANDERSON



Versatile and driven. Creative and technical. Transforming potential into results by fusing imagination with digital marketing strategies.

Campaigns. Websites. Graphics. Videos.

## ACOMPLISHMENTS

- Developed and implemented an email marketing campaign that increased open rates resulting in a 55% increase in sales.
- Conducted A/B testing on email subject lines and content, resulting in a 25% increase in open rates.
- Optimized the company's SEO strategy, resulting in a 50% increase in organic search traffic.
- Created visually stunning artistic visuals of fragrance product variations featuring our patented sustainable wood caps solution, "Woodacity," applied to some of the existing products of Bath and Bodyworks and Victoria Secret, successfully leading to purchase orders and future commitments.
- Produced compelling promotional videos featuring our eco-friendly cosmetic packaging solution with sustainable wood caps, resulting in a 20% increase in conversions and boosted brand awareness.
- Played a crucial role in the early stages of a website launch for a company called Instockpack. Assisted the initial marketing efforts and fully took over a year after. Successfully implemented new strategies that resulted in a significant increase in website traffic.
- Created and implemented automated processes to streamline the website's operations, resulting in increased productivity and profitability.

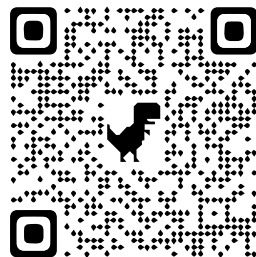
CONTENT MARKETING & COMMUNICATIONS EXPERT

**Location**  
The Colony, TX 75056

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ChaseEdwardAnderson@proton.me

Scan to view on mobile:



Chase-Anderson.com

## EMPLOYMENT



**Digital Communications Specialist**  
Quadpack Americas, LLC - Full-time

2023 - Now

Proficient in website management, digital content creation, and executing successful campaigns. Proficient in branding, messaging, digital art, email campaigns, and SEO. Committed to driving traffic and increasing ROI through engaging content and user experience.  
**Skills: Internal & External Communications · Brand Management · Content Marketing · Campaign Management · Social Media Management · Content Strategy · Copywriting · E-mail Campaigns · Analytics · Keyshot 3D**

2022 - 2023

**Digital Marketing Specialist**

**Skills: E-commerce · SEO · Social Media & Community Management · Content Creation · Campaign Management · Copywriting · Blogging**

2018 - 2022

**Graphics & Marketing Specialist**

I have a passion for creating visually impactful content that aligns with a company's brand and messaging. Proficient in Adobe Creative Suite and knowledgeable in current marketing trends and best practices.

**Skills: Visual Communication · Website Optimization · Email Marketing · Search Engine Optimization (SEO)**



**Art File Technician**  
East Hill Industries, LLC - Full-time

2016 - 2017

I specialize in crafting visually impactful documents that reflect brand and style for external use. I excel at transforming technical and complex materials into visually appealing and easy-to-understand documents aligned with brand messaging. I conduct reviews and revisions of client-provided artwork before production to ensure the final product meets expectations.

**Skills: Artwork Proofing · Content Creation · Adobe Illustrator**

2014 - 2016

**Account Manager**

Responsible for building and maintaining strong relationships with existing clients, as well as identifying and pursuing new business opportunities within my assigned accounts.

**Skills: Inside Sales · Account Management**



**B2B Marketing**  
Outsource Marketing - Full-time  
2013 - 2014



**Team Lead - Tier II Technical Support**  
Sutherland Global Services - Full-time  
2009 - 2013



**Publisher - Affiliate Marketing**  
Google AdSense - Contracted  
2007 - 2009



**Floor Model**  
Abercrombie & Fitch - Part-time  
2006 - 2007

## EXPERTISE



**Digital Marketing & Communications:**

E-commerce, B2B, B2C, SEM, SEO, Affiliate Marketing, Social Media Marketing, Analytics



**Content Creation:**

Copywriting, Content Creation & Curation, Video Production, Graphic Design, GIF Animation, Adobe Creative Suite, Illustrator (Vector Graphic Design), Photoshop (Raster Graphic Design), Premiere Pro (Video Editing), Keyshot (3D rendering and mockups), Stable Diffusion



**Web Development and Administration:**

WordPress, Shopify, CMS, HTML, CSS, Javascript, Blogs, Articles, MOZ, Yoast, Semrush, Landing Pages, CTA (Call-To-Action)



**Email Marketing:** MailChimp, E-mail Campaigns / Eblasts, Newsletters



**Branding:** Brand Management, Brand Identity, Brand Guardianship

## EDUCATION



Scan to view  
Certificate of Completion

**MOZ Academy**  
SEO Certification

Issued: January 13, 2022  
Search Engine Optimization  
Certificate No: 8p9zv8fbd4tj

<https://verify.skilljar.com/c/8p9zv8fbd4tj>



**Dallas College**

Cinematic Arts and Behavioral Sciences  
2008 - 2012  
Video Production I Psychology