

CHRIS BLATCHLY

(516)-721-5529

chrisblatchly@gmail.com

chrisblatchly.com

EDUCATION

Long Island University – LIU Post Campus
Bachelor of Science, Marketing/Management

Brookville, NY
December 2011

Long Island University – LIU Post Campus
Masters in Business Administration, MBA

Brookville, NY
December 2013

EXPERIENCE

Air Tailor
Customer Support Manager

New York, NY
July 2017 - December 2017

- Support customers, prepare orders, communicate with tailor network, improve tech solutions and customer experience.
- Increase sales by educating, supporting, and delighting customers throughout the buying experience.

KYA, Inc.
Business Development

New York, NY
May 2014 – July 2017

- First employee and stakeholder helping to visualize and direct the growth of the product.
- Built and maintained outreach databases for potential clients.
- Crafted outreach emails and newsletter messaging.
- Created website and product dashboard copy for both marketing website and user dashboard dialogues.
- Designed and presented product demonstrations.
- Tested product features, improvements, and performance based on beta testing feedback.
- Worked to “humanize” the analytics aspect of the product and make the concept more palatable for all parties.
- Developed a social media presence and voicing to support the brand and its growth through social.

Long Island University – University Center (HQ)
Digital Content Strategist – Communications & Marketing

Brookville, NY
October 2013 – April 2014

- Supported the university's marketing, communications, and branding efforts throughout its campuses in Brooklyn, Brookville, and online.
- Produced and oversee web, social media, and other digital communications to engage students and community.
- Managed and created content for social media channels (Facebook, Twitter, LinkedIn, Pinterest, Instagram) to increase engagement.
- Helped to improve end-user experience as a team member responsible for major website rebuild.
- Trained LIU employees on CMS software (Sitecore) and initiate inter-departmental content management programs.
- Aided in growth of student run businesses on campus by working closely with their teams to raise awareness and drive sales.
- Led marketing and press campaign for new on-campus tech incubator housing local startups.

Rustic Handmade
Founder/Designer

New York, NY
October 2012 – Present

- Entrepreneur behind the design, creation, and manufacturing of handmade wooden accessories for men.
- Photograph, price, and market products to expand the business into over 6 retail channels within one year.
- Analyze sales data and market trends to effectively triple sales within one year.

SKILLS & INTERESTS

Technology

- Proficient in office applications (Word, Excel, PowerPoint, Visio, Keynote, Pages, Google Docs, Sheets, Drive, DropBox)
- Experience with Slack, GitHub, Adobe Photoshop, InDesign, Lightroom, GrowBots, Datanyze, Google Analytics, AdSense, and Apps
- Knowledgeable in CMS (WordPress, Sitecore) and CRM, eCommerce, and support (HubSpot, Salesforce, Streak, Shopify, Sonar, Intercom)

Web & Creative Content

- Very familiar with social media (Facebook, Twitter, Tumblr, Instagram, YouTube, Buffer, HootSuite)
- Knowledgeable in photography using film and digital cameras | www.flickr.com/chrisblatchly
- Song writer and manager for Alternative rock band Life Between Sleep, To Sail Beyond The Sun, and more
- Audio Recording, Instrument Building, Music Industry Marketing

Other

- Travel, Food, Health, Nature, Content Creation, Dog Training, Reading, Building, Creating, Writing