

CHRISTOPHER SCHROEDER

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QUALIFICATIONS SUMMARY

Marketing and Branding Strategy: I'm a marketing leader with a track record of building distinctive brands, launching products, and driving growth in CPG, Retail, and B2B Tech. I connect teams, customers, and business needs around a clear story, and find synergies to create strong brands through unique programs and memorable experiences. I'm particularly skilled at seeing how disconnected ideas relate, improving what already exists, and creating the enthusiasm and cross-functional support that make new ideas happen.

EXPERIENCE

Senior Customer Marketing Manager, North America, LumApps | Employee Experience SaaS **2022-Present**

Create and own North American customer education and growth programs. Deliver high strategy collaborative campaigns that increase brand loyalty, education, and adoption.

- End to end owner of strategy, creative direction, brand messaging, and cross-functional delivery of our annual conference, increasing participation 110% YOY, generating \$3.2M in sales pipeline, and \$6.1M in deal influence.
- Repositioned product marketing programs around customer adoption and expansion, securing alignment across Product, Product Marketing and Customer Success.
- Built repeatable lifecycle programs, including the company's highest-attended customer webinar series, and recognition programs.
- Created scalable customer activation + education programs, exceeding attendance goals while delivering programs under budget and sourcing \$3.3M in pipeline annually.
- Recipient of our internal 2025 Marketing Award for program innovation.

Founder + Fractional Head of Brand Strategy, Seed Theory Skincare | Botanical Skincare **2021-2026**

Created the brand strategy and visual system for an independent botanical skincare brand across positioning, product architecture, packaging, retail and eCommerce. Designed and launched flagship retail concept and branded boutiques.

- Designed a cohesive brand identity and hierarchy across 13 SKUs, including print, messaging, marketing comms, and launch positioning.
- Led creative direction across product storytelling, packaging, photography and retail/eCommerce expression.
- Developed and launched the company's multi store brick-and-mortar retail concept and eCommerce channel, and unique in-store events to support customer activation.

Founder + CMO, Somatik | Craft Wellness Products **2016-2021**

Created a new brand of innovative wellness products, focused on ethical supply chain sourcing and building relationships with top retailers in California, the largest cannabis market in the world.

- Built a four-time award-winning brand including identity, copy, product roadmap, pricing and messaging.
- Planned + executed six flagship product launches and launched nine SKUs with profitable per-unit COGS from day one.
- Developed and coached a team of 8 full-time employees and 10 brand representatives; directed all agency and external creative partners.

- Led earned PR resulting in coverage from Forbes, CNBC, San Francisco Chronicle and other national media.
- Successfully raised \$1.3M in startup capital, built a licensed factory to self-produce products and manage market transitions.

Lead Product Manager, eCommerce, Jawbone | Wearable Tech + Audio

2014-2016

Created and oversaw Jawbone's first end-to-end eCommerce optimization and development process.

- Improved eCommerce conversion 2.5x through testing strategy and experimentation.
- Increased email marketing ROI 3x and optimized abandonment programs to drive a 385% increase in revenue YOY.
- Launched Jawbone's first marketplace for connected devices and services, creating a new eCom revenue channel.
- Reduced program development costs 50% by creating a streamlined digital development process for global scaling.

Head of Marketing and Strategy, Rickshaw Bagworks | Boutique Bag Manufacturing

2010-2014

Reporting to the CEO with P&L, ROI and budget responsibility, led marketing across eCommerce, product, corporate sales, digital and channel expansion.

- Planned and executed flagship product launches, integrated marketing strategy, pricing and messaging.
- Directed launch of product customization platform representing 50% of direct sales and revenue.
- Doubled corporate sales and grew sales channels through strategic partnerships with Zazzle, Pantone, and Google.
- Rebuilt the company's eCommerce site and online presence, increasing traffic and sales 3x.
- Developed and coached a team of 8 employees, defining goals, improving skills and driving results.
- Created the company's business framework, sales strategy and first outbound sales program.

Brand Manager, Wildlife Works | Sustainable Apparel

2005-2009

Reporting to the CEO, helped build a distinctive retail and brand concept around the brand's sustainability value proposition and managed overall brand and content strategy.

- Created marketing strategy across eCommerce, retail, email and advertising.
- Creative director for product copy, website redesign, product photography and styling.
- Designed a new retail concept launched store in San Francisco as a hub for both customers and wholesale accounts
- Managed seasonal product launches across multiple apparel categories.

CORE COMPETENCIES + SKILLS

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|--------------------------------|----------------------------|---------------------------|
| • Brand Strategy + Development | • Customer Marketing | • Adobe Creative Suite |
| • Creative Direction | • Product Marketing | • P&L + Budget Management |
| • Cross-Functional Leadership | • Integrated Marketing | • eCommerce + Conversion |
| • Experiential Marketing | • Product + Program Launch | • PR + Media Relations |

EDUCATION

Dominican University of California, San Rafael, CA | BA, Mass Communications

Emphasis: Marketing, Public Relations and Journalism

Lorenzo de Medici School of Arts, Florence, Italy | Photography, Layout Design and Intercultural Communication