



CHRISTINA SCHOELLEN

404-798-7077 | Website | LinkedIn | christinaschoellen@comcast.net | Atlanta, GA

HI. I'M CHRISTINA.

Dynamic, high-capacity professional with 15+ years of **media and marketing** experience leading teams that **accelerate revenue** and engagement while exceeding business goals. Decisive leader with **data-driven mindset** known for **problem-solving ingenuity**, masterful **cross-functional collaboration** and developing valuable client relationships in a B2B and B2C environment. **Trusted** leader devoted to leading teams through change, including mergers and acquisitions. Thrives in fluid environment while remaining **optimistic** and focused.

SKILLS Go-to-Market Strategy & Launch | Performance Marketing | Product Marketing | Growth Marketing | B2B Marketing | Multi-Channel Marketing Strategy | Media Investment | SaaS Marketing | Account-Based Marketing | \$25MM Budget Management | Customer Success | Critical Problem-Solving | Thoughtful Risk-Taking | Seasoned Storyteller | Executive Presentations | Community Builder | Organizational Leader

RESPONSIBILITIES & RESULTS

Marketing Director – HBO, Max

2020 – 2023

- Architect behind DTC go-to-market strategy, media plan, and execution for product launch on national account which **exceeded sales goal by 160%**
- Conceptualized strategy, marketing plan, and held campaign authority of **200+ paid media campaigns** across on-air, on-platform, and digital driving revenue, engagement, and client success
- Spearheaded innovative media test resulting in **30% reduction** in "cost per incremental sale"
- Championed relentless resourcefulness to optimize partnerships culminating in **+15% YOY** marketing placements despite budget cuts
- Head of Marketing for app launch on national account resulting in **+20% marketing placements**
- Passionately followed consumer insights and guided cross-functional team for product launch **exceeding 30-day sales goals**
- Skillful in translating business priorities into objectives, strategies, and omnichannel media plans for performance marketing team covering 28MM potential customers / **\$25MM** budget
- Deep understanding of **media** and the spectrum of customer touchpoints
- Outstanding ability navigating resource, stakeholder, and budget resulting in favorable product position
- Constructed **bespoke** client presentations and pitches showcasing strategy, brand value proposition, and performance narratives resulting in promotional buy-in
- Prosperous at navigating diversified organizations **driving agreement** among disparate stakeholders
- Not intimidated by ambiguity; ability to operate autonomously
- Relaxed and confident presentation style; collaborative and motivating approach
- Strived to build a transparent people culture that enables team to create career-defining moments
- Key leadership traits include empathy, integrity, accountability, resilience, vision and positivity
- Coached and guided teams through mergers, acquisitions, and re-organizations



CHRISTINA SCHOELLEN

404-798-7077 | Website | LinkedIn | christinaschoellen@comcast.net | Atlanta, GA

Senior Marketing Manager / Marketing Manager – Turner Broadcasting

2010 – 2020

- Simplified complexity regarding **\$6MM** media budget; led internal analysis resulting in campaign pivots
- Generated **brand engagement** strategies and executed multi-platform content campaigns across TBS, TNT, TCM, truTV, CNN, Adult Swim, Cartoon Network, NBA on TNT, NCAA March Madness, NHL on TNT, and NASCAR on TNT
- Distilled customer needs and market intelligence into solutions for partners with **omnichannel promotional strategies** such as: on-platform engagement stunts, on-the-ground sales events, digital promotions, and graphics/messaging
- Redesigned the company's resource **website**, which improved accessibility and the user experience
- Substantial experience with **Google Analytics**, various web content management systems (CMS) and content publishing best practices
- Savvy at translating technical nomenclature to leadership and non-technical counterparts
- Advised nationwide clients with on-platform **personalization solutions** that drove engagement
- Enhanced executive decision with **data analysis** demonstrating the impact of marketing tactics
- Identified by senior leadership as High Potential employee; selected for professional programs
- **Award:** "Best of the Web" Content Marketing for TV Everywhere
- **Award:** "Best of the Web" Content Marketing Campaign

Marketing Positions of Increasing Responsibility

2005 – 2010

EDUCATION & MARKETING TOOLS

- **Villanova University**; Bachelor of Science in Business Administration (BSBA), Marketing
- Certified Digital Marketing Certificate (HubSpot Academy)
- Executive Development Series; Rising Leaders Program (The WICT Network)
- Familiar with Google Analytics, Looker, Google Ads, and WordPress
- Exposed to Google Big Query and SQL
- Introduction to Artificial Intelligence (AI)

BUSINESS INTERESTS & NON-PROFIT SERVICE

Digital Marketing Consultant: WoundedHeartsMinistry.org. Biblical counseling ministry.

Co-Founder and Business Lead: WillWorksInWood.com. Classic craftsmanship for the modern home.

Board Member: Open Arms Child Development Center 2016 – 2019

LEADERSHIP PILLARS | Assume Best Intent | Transparency | Integrity | Timely Feedback

STRENGTHS FINDER | Positivity | Consistency | Harmony | Discipline | Developer