
Kris Hammargren

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Strategic Digital Marketing Expert

Successful digital marketing manager with a depth and breadth of experience identifying and connecting with targets in higher education, financial services and beyond. Proven leader and collaborator who thinks beyond tactics and execution to goal setting, strategy development, project management and proactive problem solving.

Key Strengths

- Experience in Higher Education Marketing
 - Digital and Social Media Marketing
 - Marketing Data/Metrics/KPIs Analysis
 - Website Design, Management & Evaluation
 - Paid SEM and Organic SEO Campaigns
 - Customer Relationship Building & Nurturing
 - Exceptional Writing & Communication
 - Team Leadership & Collaboration
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Professional Experience

Social Media and Email Manager, AVP | 2017 - Present

Old National Bank | Financial Services | Madison, WI

- Initiated the internal social media management role, transitioning from an agency-led management strategy. Worked with multiple internal departments to centralize and align strategy. Created a coordinated communication approach to achieve goals across multiple lines of business. Established editorial calendar, socialized new approach with stakeholders, built key cross-functional relationships for success.
- Design, produce and manage content and engagement strategy for social media channels, including Facebook, LinkedIn and Twitter. Maintain compliance with regulatory requirements and keep current with industry and platform best practices.
- Utilize third-party tools for social listening, monitoring news and online “buzz” about the brand as well as reviews, customer service comments, questions or complaints. Field and respond to issues as part of overall client experience strategy.
- Identify key metrics and indicators for measuring the effectiveness of social media campaigns. Employ Google Analytics and custom reporting tools to analyze campaign performance and report findings to senior management.
- Piloted employee advocacy initiative in social media. Empower, support and train employees on how to take advantage of social media tools to be present, relevant and positioned for their clients and potential clients. Leverage employee word-of-mouth and personal network connections to broaden brand reach and credibility. Increase earned media, improve authenticity and expand awareness under hashtag #ONBProud.
- Achievements include consistent double-digit audience growth rate and improved engagement across channels. Major campaigns like *Pay It Forward* encouraged community involvement and interaction under the hashtag #ONBKind, and *Tools for Schools* drove local branch traffic and online visits to vote for schools to receive community and corporate donations. These campaigns not only earned significant media exposure but uniquely demonstrated company mission, vision and values.
- Key technologies & services: Facebook Business Manager, Hootsuite Pro, YouTube, Harland Clarke Subscriber Mail email & Springboard onboarding, Google Analytics, Adobe Photoshop, Progress Sitefinity CMS, Qualtrics, MS Excel

Digital Marketing Manager | 2015 - 2016

AnchorBank (acquired by Old National Bank) | Financial Services | Madison, WI

- Lead digital marketing strategy across social media, search engines, digital display advertising, email, and web.
- Developed compelling content and social media engagement initiatives for Facebook, Twitter, LinkedIn, Google+, email, web and intranet distribution. Achievements include expanding social audiences up to 60% in less than a year, conceiving and launching the weekly #WhereinWisconsin branding campaign which led to up to 2.5x average weekly reach and engagement while reinforcing brand identity and geographic focus.
- Defined and directed online partner, SEO and SEM/AdWords campaigns. Managed \$400,000 annual budget. Monitored channel performance. Reported to senior management on performance/ROI by line of business.

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- Led website redesign project, partnering with Madison-based KW2 agency to assess current website function and performance, inventory content and other assets, and prepare for responsive site design within vendor and regulatory constraints. Identified business objectives and website goals, evaluated content management tools: Ektron and SiteCore CMS.
- Key technologies & services: Google AdWords, Google Analytics, SharePoint, Ektron CMS, Hootsuite Pro, Daptiv Project Portfolio Management Software, Basecamp

Marketing & Communications Consultant | 2012 – 2015

Kris Hammargren Consulting LLC | Independent Marketing Services | Madison, WI

- Planned and developed client-focused strategic marketing initiatives to meet or exceed goals on time/on budget.
- Organized and managed participation in U.S. and international events and trade shows. Collaborated with strategic partners, sponsors and media to support and publicize events. Coordinated logistics and implementation with high attention to detail.
- Business writing and editing for email, web, blog, press releases, collateral material, reports and more.
- Corporate event and portrait photography
- Clients included: Thermo Fisher Scientific, Rucinski & Reetz Communication (BuyCostumes.com)
- Key technologies & services: SharePoint, Excel, Word Press, Salesforce, Adobe Creative Suite, Adobe Connect

Senior Associate Director | 2008 – 2012

Wisconsin School of Business at the University of Wisconsin-Madison | Higher Education | Madison, WI

- Led marketing and external relations initiatives for top-ranked specialized MBA program.
- Developed strategic plan to attract, engage and enroll prospective students through advertising, social media, search engine marketing (SEM) and relationship marketing tactics (CRM). Accomplishments include a multi-channel campaign resulting in an 8% increase in enrollment the first year, 16% in the second year.
- Created new social media presence and defined content strategy for Facebook, Twitter, LinkedIn and blog.
- Cultivated new donors and maximized retention for executive-level board of advisors. Accomplishments included minimizing donor attrition and achieving 14% average annual donor growth over 4 years.
- Led website redesign, including writing and editing content. Refocused email strategy to address key segments, successfully increased frequency. Redesigned annual report to include stronger focus on achievement.
- Increased global brand awareness thru partnership with major European convention, providing exclusive content.
- Supervised annual budget and quarterly forecasts. Hired and managed two full-time staff plus additional LTE or student workers.
- Key technologies & services: Microsoft Dynamics CRM, Qualtrics, Constant Contact, Google AdWords & Analytics, Facebook Ads.

Other Experience

Director of Marketing | 2006 – 2008

Two Peas in a Bucket (Kaboose Scrapbook LLC) | Online Retailer | Middleton, WI

Education

Master of Business Administration (MBA) | Georgetown University, Washington, DC

Bachelor of Science (BS), Marketing | Minnesota State University, Mankato, MN

Affiliations

American Marketing Association | Madison chapter | 2012-2016

Board Member, 2013-2015

Member, 2013 Annual Conference Planning Committee

Chair, 2014 Annual Conference Planning Committee

Madison Photography Meetup Group | 2010-Present

Chair, Leadership Committee, 2013-2015