

Christopher Nussbaum
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Professional Summary

LinkedIn: <https://www.linkedin.com/in/chris-nussbaum/> | **Website:** <https://www.chrisnussbaum.com/>

Marketing Specialist with 4+ years of experience driving high-growth demand generation for global tech leaders, including AWS, Microsoft, and Intel. Proven track record of executing end-to-end paid media strategies across LinkedIn, Google, and Meta Ads to build robust lead pipelines. A strategic partner to sales teams, I combine technical campaign management with content curation and webinar facilitation to deliver cohesive, multi-channel digital experiences.

Education

Communication, B.A., Pacific Lutheran University

Employment History

Redapt, Inc. // Marketing Campaign Specialist | Feb 2025 – Present
Marketing Coordinator | Feb 2022 – Jan 2025

Skills: Campaign Strategy, Demand Generation, Marketing Operations, Project Management, Digital Marketing, Content Strategy, Analytics, Sales Enablement

Tools: HubSpot, HTML, CSS, Claude Design, JavaScript, LinkedIn Ads, Google Ads, Facebook Ads, ChatGPT, Gemini, Claude, Microsoft Suite, Google Suite, Adobe Suite, SharePoint, Figma, Canva, Claude Design

- Independently manage and execute integrated marketing campaigns across digital channels, including email, paid advertising, social media, webinars, and content marketing initiatives, aligning programs with company growth objectives.
- Own campaign workflows from planning through execution, including developing timelines, coordinating stakeholders, managing deliverables, launching campaigns, and evaluating performance outcomes.
- Partner cross-functionally with sales, marketing leadership, and external advertising agencies to develop and optimize marketing programs that support pipeline generation and customer engagement.
- Maintain ownership of Redapt's marketing asset ecosystem, including sales enablement materials, campaign resources, solution content, presentations, customer stories, guides, and digital collateral, ensuring accuracy, consistency, and alignment with business priorities.
- Evaluate existing marketing materials and independently identify opportunities for improvement, coordinating the creation of new resources to support sales initiatives and market-facing programs.
- Manage marketing calendars and coordinate priorities across multiple concurrent initiatives while ensuring deadlines, quality standards, and business objectives are met.
- Review, edit, and approve digital marketing content across email, web, social media, and campaign channels to maintain brand standards and effective messaging.
- Analyze campaign performance metrics and create reporting insights to measure effectiveness, identify trends, and recommend improvements to marketing initiatives.
- Develop and execute demand generation programs using HubSpot, LinkedIn Ads, Google Ads, and other digital platforms, contributing to 100+ qualified leads generated in 2025.

- Lead Redapt's social media marketing operations across LinkedIn, Facebook, and X, growing audience engagement and expanding the company's following from 10,000 to 40,000 followers.
- Manage email marketing programs, including content development, segmentation, automation workflows, testing, database management, and performance optimization.
- Coordinate webinar and event marketing programs, managing promotional strategy, registration workflows, content development, post-event reporting, and sales follow-up processes.
- Manage website content initiatives and supported website redesign efforts using HubSpot Design Manager, HTML, CSS, and JavaScript to improve digital experiences.

Microsoft // *Administrative Assistant, Oct 2021 - Jan 2022*

Skills: Project Management, Collaboration, Communication, Data Auditing, Data Reporting

Tools: Microsoft Office, OneNote, SharePoint, MIMMS, Teams, Outlook

- Supported US Immigration Team's high-volume operations by performing diverse administrative tasks.
- Streamlined US Immigration case management using MIMMS software, enhancing data integrity and operational efficiency for high-volume processes, and successfully processed 50+ cases per day.
- Executed meticulous data audits, collaborating with cross-functional teams to maintain accurate and up-to-date immigration records.
- Implemented process improvements in case tracking and reporting, leading to more effective prioritization and resource allocation.

Iterate.ai // *Technical Writer (Internship), Jun 2021 - Oct 2021*

Skills: Content Creation, Market Research, Technical Writing, Competitor Analysis

Tools: Monday.com, Slack, Microsoft Suite, Google Suite

- Curated 2 use cases a month, highlighting the practical applications of Iterate's platform and demonstrating tangible benefits for clients.
- Conducted in-depth research on Iterate.ai's low-code platform, analyzing emerging tech trends to create compelling blog posts and case studies.

Projects

The CN Network // *May 2020*

A personal website I developed using HTML and CSS to showcase my PLU Capstone project to my professors, classmates, friends, and family of Pacific Lutheran University due to the COVID-19 pandemic.

Skills: Web development, UI/UX Design, Journalism, Research

Tools: HTML, CSS, YouTube, VS Code, Google Suite

Honors & Awards

Boy Scouts of America // Eagle Scout

- Earned 26 merit badges, served as a patrol leader twice, completed 400+ hours of community service, and designed, financed, and managed a year-long Eagle Project at Washington State Park.

Ida B Wells & Pacific Lutheran University // Student-Athlete

- 4-year varsity athlete in both cross country and track and field in high school and college.