



Bryce Christiansen

Online Marketing Professional

I've been marketing for over 5 years. Throughout my career I've worked with several well-known brands including Microsoft, Sodastream and Dell. But what I'm most proud of is creating Careertopia, an award winning website, named "One of the Top Sites for Your Career" by Forbes.

Contact

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PHONE

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EMAIL

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WEBSITE

Education

Bachelor's of Science in Marketing

W. P. Carrey School of Business
Arizona State University

Skills

Campaign Strategy	-----
Social Media	-----
Analytics	-----
SEO	-----
Content Marketing	-----
Wordpress	-----
Webinars	-----
Research	-----
Lead Generation	-----
Project Management	-----
Video	-----
Public Relations	-----
Copywriting	-----

Work Experience

May 2010 – Present	Balanced WorkLife Co MyCareertopia.com Marketing Manager
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- Manage all of Balanced WorkLife's marketing roles including campaign execution, strategy, social media, and communications.
- Generate thousands in revenue through monthly marketing initiatives across a team of contract designers, developers, writers, and more.
- Creator and EIC of MyCareertopia.com, named "one of the top sites for your career" by Forbes.
- Copywriter and content creator having written over 150 blogs, 50 webpages, 20 scripts, and 1 infographic.

May 2009 – May 2010	BEST IT Account Manager
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- Surpassed sales quotas for IT managed services
- Awarded as the top sales professional for generating the most leads FY 2009.

Additional Work Experience

REACH Evangelist and Promotions Specialist, The Eleven Agency

Nov 2007 – Jan 2010

- Provided Windows Mobile training and consulting for over 50 Verizon sales representatives
- Trained and educated over 30 retail sales teams across the western region on various Microsoft products including Vista and Office 2007
- Recognized as a top performer for promoting and training on products and services for brands including Microsoft, Nestle, Dole, and Sodastream.

Livescribe Marketing Representative, Livescribe

Aug 2008 – April 2009

- Led the marketing coordination, partnership building, advertising, and promotion of the Pulse Smart Pen for Arizona State University and greater Phoenix region
- Key coordinator of ASU Passport and Target after hours events seeing over 3,000 attendees and resulting in selling out of Pulse Smart Pen product
- Repeated monthly bonuses for results measured by sales growth, creativity, leadership, and innovation in launching the very first Pulse Smart Pens in region

ASU Dell Campus Representative, Rep Nation

May 2007 – Jan 2009

- Promoted and marketed Dell's brand through Arizona State University by tabling, event management, creative projects, and social media.
- Successfully played role in launching Dell brands into ASU Orientation Programs generating opportunities to put Dell in front of just under 10,000 incoming freshmen each year thereafter.
- Founder and President of Arizona State University College Gaming League. A college club providing gaming events and experiential marketing of the Dell Brand