

Chris Kobler

3225 Turtle Creek Blvd. #1242 • Dallas, TX 75219 • (214) 316-6177 • crkobler@gmail.com

Professional Experience

The Richards Group

Front-End Developer

April 2014 – Present

2014 – Present

Dallas, Texas

- Worked with Project Managers, Account Managers and Quality Assurance Team in a fast-paced advertising agency environment on various national accounts including TGI Fridays and Toys R Us among others to produce fully responsive mobile and desktop website experiences involving HTML5, CSS3, Javascript and JQuery.
- Utilized emerging technologies including Bootstrap, LESS, Git and WordPress.

Mindlance (Full Time Contractor working on-site at Southwest Airlines)

Email Marketing Manager

February 2014 – March 2014

2014

Dallas, Texas

- Responsible for the creation of marketing and triggered emails including, but not limited to: design, HTML, manipulation, all content completion, segmentation implementation, testing implementation, quality control, routing for approval, final testing and deployment through the email execution system.

Technical Resource Group (Full Time Contractor working on-site at Fossil)

Email Marketing Manager

April 2013 – February 2014

2013 – 2014

Dallas, Texas

- Worked with Marketing, Creative and Development Teams to produce engaging and compelling promotional emails for the Fossil Brand, as well as the Fossil Portfolio Brands, which includes Adidas, Armani Exchange, Burberry, Diesel, DKNY, Emporio Armani, Karl, Marc by Marc Jacobs, Michael Kors, Michele, Relic and Zodiac.
- Provided consultation and direction on email marketing directives including a push towards responsive design for better rendering across mobile devices and ESP's, dynamically driven content based on list segmentation and consumer spending habits and preferences, and provided sharable content and increased interaction with social media channels.
- Provided metrics to support the marketing department's direction and initiatives by capturing historical and performance data through the Responsys deployment tool, Litmus, Return Path and other resources.
- Established programs and campaigns within the Responsys email deployment tool to trigger automated emails to guide the customer through a customized user experience. These triggered emails include Welcome Emails, Abandoned Cart Notifications and eReceipts.

Dallas Junior Chamber of Commerce

Chairman (Volunteer Position)

January 2012 – December 2013

2003 – Present

Dallas, Texas

- Served two terms as the Chairman of the Board of a network of over 120 young professionals representing a wide array of professions and industries

President (Volunteer Position)

January 2011 – December 2011

- Served as the President and Chief Executive Officer of a network of over 120 young professionals representing a wide array of professions and industries
- Organization focuses on business networking and philanthropic projects in our community by volunteering and fundraising for several charitable organizations.
- Plan, organize and execute monthly membership meetings, board meetings, manage finances, and oversee the various planning committees for each of our signature events.

Executive Vice President (Volunteer Position)

January 2010 – December 2010

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- Planned monthly membership meetings, secured guest speakers and oversaw our various committees responsible for organizing our signature events.
- Oversaw the various planning committees for each of our signature events, including our charity wine tasting, Five Outstanding Young Dallasites awards presentation, and the Rookie of the Year awards banquet for the Dallas Police Department.

TracyLocke/Tribal DDB Dallas

Web Developer

January 2011 – April 2013

2011 – 2013

Dallas, Texas

- Worked with Project Managers, Account Managers and Quality Assurance Team in a fast-paced advertising agency environment on various accounts including Pepsi, Mountain Dew, AMP Energy Drinks, Samsung, 24 Hour Fitness, WingStreet, Hewlett Packard, Pizza Hut and others to produce enriched web applications and responsive design for mobile integration involving HTML, CSS, Javascript and JQuery.
- Personally built and managed the production of all Pizza Hut CRM email campaigns and Hut Lovers™ newsletters with a regular circulation of over seven million recipients.
- Produced all social media applications for Pizza Hut promotions and special offers including integration of Facebook Applications with full social share capability.

Match.com

User Interface Engineer

2010 – 2011

2004 – 2011

Dallas, Texas

- Oversee the complete life cycle of promotional materials on our Content Production system from ideation, inception, development, testing and deployment.
- Manage the Content Production system that controls the flow of all promotional landing pages, Index Pages, marketing pages and affiliate content through partners such as MSN, Yahoo! and AOL.
- Work closely with product managers to determine the direction of new features, establish business requirements, functionality and user case scenarios.
- Develop marketing and email campaigns to drive traffic to site and increase registrations.

Visual Designer, Match International Content Production

2004 – 2010

- Worked closely with project managers, quality assurance personnel, website developers and the Director of User Experience to address issues relating to site functionality.
- Visual design and development of online collateral for Match.com utilizing Dreamweaver, Photoshop, Microsoft Visual Studio, and proprietary Content Management Systems.

Verizon SuperPages

Web Designer / Developer

2003 – 2004

Coppell, Texas

- Served as primary contact for sales force and external customers on SuperPages products and Internet services.
- Personally designed and produced Websites for small to medium sized businesses throughout the United States with placement options for Verizon SuperPages online business directory.

European Organization for Rare Diseases

Communications Officer

2002 – 2003

Paris, France

- Assumed the role of project manager for the new site, meeting regularly with the CEO, Board of Directors, and technical consultants to deliver a product that best suited the company and their needs.
- Developed a working prototype and established the information architecture for the Eurordis Web portal on rare diseases, which is funded by the European Commission and aims to connect patients with patient organizations.

Project Experience

Chairman of TASTE: Dallas Junior Chamber of Commerce Charity Wine Tasting Event

2008, 2009

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- Organized annual charity Wine Tasting event for two consecutive years, and oversaw the various committees responsible for the marketing and logistics of the event
- Attendance included over 450 young professionals
- Raised over \$11,000 for the Division of Assistive and Rehabilitative Services, which provides assistance and services for blind or visually impaired individuals and their families in the Dallas Area

Education

University of Texas at Arlington
BFA, Graphic Design, August 1994 - December 1999

Organizations and Awards

- Member – Project Management Institute
- Member – Dallas Junior Chamber of Commerce
- 2007 Member of the Year – Dallas Junior Chamber of Commerce
- 2006 Board Member of the Year – Dallas Junior Chamber of Commerce
- 2008 Committee Chairman of the Year – Dallas Junior Chamber of Commerce

Technical Proficiencies

Responsys, MailChimp, ReturnPath, SoapUI, Exact Target, Adobe Photoshop, Illustrator, Flash, Dreamweaver, Microsoft Visual Studio, Word, PowerPoint, Excel, Visual SourceSafe, HTML, CSS, Word Press, BlueHornet, Constant Contact, Microsoft Windows and Macintosh OS. Academic knowledge of and familiarity with XML, ASP, C++, C#, JavaScript, and ActionScript.