

# CHRIS WINN

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## SUMMARY

Digital content marketing specialist with a diverse skillset. Sharp attention to detail, creative and quick learner. Excellent communication skills. Bachelor's in Education from Deakin University Melbourne and Certificate in Digital Marketing from the University of Denver. A former professional cyclist with international racing experience (MTB and road) bringing a strong individual work ethic, team player attitude, and a wealth of industry technical product knowledge.

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## SKILLS

**Tools** - Facebook/Instagram Ads Manager, Twitter Ads, LinkedIn Campaign Manager, Every Action CRM, WordPress, Google Analytics, Google Ads, Google Suite (Docs, Slides, Sheets, Forms)  
**Concepts** - Content marketing, SEO, website development, targeted email campaigns, social media, content creation, presentation delivery.

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## PROJECTS

**Active Bike Corridors | Bicycle Colorado** | [bicyclecolorado.org/initiatives/abcs](https://bicyclecolorado.org/initiatives/abcs)

*2.5-year federal grant-funded program to increase bicycle commuting in Denver*

- Created multiple web pages and content using WordPress aiming to encourage visitors to ride their nearest commuting corridor route or sign up for an education program.

**Bike School Marketing Plan | Bicycle Colorado** | [chris-winn.com/work](http://chris-winn.com/work)

*Marketing plan to boost education program awareness, attendance and streamline CRM integration*

- Key strategies included a new monthly education-focused e-newsletter, integration of Every Action sign-up forms for all programs, education web pages audit and rebranding, and targeted social media content.
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## EXPERIENCE

**Bicycle Colorado | Education Program Coordinator | Denver, CO**

**2019-Present**

Leading, coordinating, and delivering education programs, in-person and virtual.

Webpage maintenance, email marketing communications, and social media content assistance.

Developing high-quality education materials and creating marketing content to boost program

attendance. Managing a 2.5-year federally-funded program to increase bike commuting in Denver.

**Bicycle Colorado | Lead Educator | Denver, CO**

**2017-2018**

Planned, organized, and delivered youth and adult bicycle education programs ranging from large group presentations to one-on-one instruction. Managed a team of three educators to produce engaging lessons for participants. Oversaw all equipment logistics and travel for staff.

**Professional Road Cyclist | UCI Continental Teams | US, Canada, Europe, Australia** **2011, 2017-2019**

Raced domestically and internationally. Extensive travel schedule and high-level

organizational skills. Worked with various brands for product feedback and development plus marketing needs.

**Head Coach | Winning Edge Cycling | Lakewood, CO**

**2013-2018**

Crafted training programs and skills coaching for road, mountain, and cyclocross athletes.

Developed business website using WordPress and social media marketing.

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## EDUCATION

**University Of Denver | Certificate In Digital Marketing**

**2020-2021**

An 18-week intensive course focused on core digital marketing skills including Google Analytics, SEO, paid and display search ads, social media, and campaign development.

**Deakin University, Melbourne | Bachelor Of Physical Education**

**2003-2006**

Secondary school teaching degree (7-12 grade) with a minor in Biology Science.

Included over 80 days of classroom experience. Graduated with Distinction.