

CHRIS WINN

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PROFESSIONAL SUMMARY

Education and digital content marketing specialist with a diverse skill set, sharp attention to detail, strong work ethic, and excellent communication and interpersonal skills. A quick learner, collaborative team player, and creative and strategic thinker. Former professional cyclist with international MTB and road racing experience bringing a wealth of product knowledge and passion to the bicycle industry.

SKILLS

- Program development & management
 - Partnership-building
 - Public speaking
 - Hiring, training & team management
 - Content & email marketing
 - SEO & keyword optimization
 - Social media marketing
 - Website development
 - Customer service
 - Budgeting
 - Bicycle mechanics
 - Problem-solving
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TOOLS

Facebook/Instagram Ads Manager, Twitter Ads, LinkedIn Campaign Manager, Every Action CRM, WordPress/Divi Builder, Google Analytics, Google Ads (paid/search), Google Suite, Microsoft Office, Zoom, Eventbrite, Canva.

PROFESSIONAL EXPERIENCE

Bicycle Colorado | Denver, CO

Education Program Manager

August 2021-Present

- Lead education department; interview, hire, onboard, and supervise education team members to increase confidence, effectiveness, retention, and customer experience.
- Develop content and curriculum to advance Bicycle Colorado's education initiatives and strategic goals.
- Manage grants and program scheduling, budgeting, invoicing, evaluation, deliverables, and detailed reporting.
- Lead outreach and maintain strong relationships with funding sources, program partners and participants including jurisdictions, businesses, nonprofits, foundations, schools, and guardians.
- Collaborate with development team to build Bicycle Colorado membership program and ensure diverse funding sources by recruiting hundreds of new members and pursuing grants, private sponsors, and individual donors.
- Work cross-functionally with communications team to highlight education programs and impact, including creating educational content, updating program webpages, drafting email (14.8k subscribers), and social media content (Twitter 8.3k; IG 4k; FB 11k followers), and other marketing communications.
- Lead the creation and launch of new statewide *digital* [Bicycle-Friendly Driver](#) course teaching drivers how to share the road safely with bicyclists. Guide contractors (digital learning developers, videographers, graphic designers), gather stakeholder feedback and manage a \$240k budget.
- Developed and proposed a [marketing plan](#) to boost education program awareness, and attendance, and streamline CRM integration. Key strategies included monthly education e-newsletter, integration of Every Action CRM sign-up forms, and webpage audit.
- Specification and build of bicycles valued at ~\$8,000 for Bicycle Colorado raffle fundraisers.
- Public media engagement with various outlets including The Denver Post, Wall Street Journal, and Men's Journal.
- Ensure education programs and communications are inclusive and welcoming of riders of all backgrounds, identities, and abilities.

- Co-facilitated League of American Bicyclists scholarship seminar exclusively for BIPOC participants.

Education Program Coordinator

August 2019-July 2021

- Support curriculum development and launch of new programs, including training of 2,000 Bicycle-Friendly Drivers in the first two years of the program; 95% found the course engaging, valuable, and increased confidence as safe drivers.
- Expanded [Learn to Ride](#) lesson locations and sponsors through business partnerships and doubled program participants with 85% of survey respondents pedaling after their first lesson, 56% now riding weekly, and 70% riding at least monthly.
- Scheduled and delivered 70+ programs to promote bike commuting and fewer driving miles as part of a \$100k federal grant-funded [Active Bike Corridors](#) program.
- Pivoted with COVID to bring bicycle education online, modifying content for a virtual audience, growing online facilitation skills, and developing expertise in Zoom. Taught 40+ classes to over 750 attendees.
- Utilize surveys, feedback, and data to track goals, evaluate, and improve programs.
- Earned trust from local communities by listening to residents and community leaders and providing ongoing technical support.

Lead Educator

August 2017-July 2019

- Facilitated classroom and hands-on bicycle training ranging from one-on-one instruction to groups of 100+ youth and adults.
- Manage bike fleet, Sprinter van, storage facility, and program equipment, including bicycle maintenance and product orders.

UCI Continental Teams | US, Canada, Europe, Australia

Professional Road Cyclist

January 2017-December 2019

- Maintained an extensive domestic and international race and training schedule.
- Represented multiple team sponsors and promoted key products through public events, social media platforms, and competitions.
- Supporting product feedback, development, and marketing needs such as content writing and social media.
- Designated team captain role leading in race tactical and strategic decisions to best position the team to win.

Winning Edge Cycling | Lakewood, Colorado

Head Cycling Coach for Road, Cyclocross, and MTB Athletes

January 2013-December 2017

- Working with a variety of athletes to provide structured training plans.
- Strong communication skills with clients to tailor training to suit athlete level and lifestyle requirements.
- High level of planning and creation of yearly calendar with appropriate training periodization.
- Data analysis to measure and track progress toward individual goals.

EDUCATION

Google Digital Garage Certificate | Fundamentals of Digital Marketing

October 2022

40-hour online course covering key content including email marketing and building an online presence.

University Of Denver | Certificate in Digital Marketing

September 2020-February 2021

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

Deakin University, Melbourne | Bachelor of Physical Education

January 2003-December 2006

Secondary school teaching degree with a minor in Biology Science. Graduated with Distinction.