

CHRIS WINN

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PROFESSIONAL SUMMARY

Program manager and digital 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 mountain bike and road racing experience bringing a wealth of product knowledge and passion to the bicycle industry.

SKILLS

- Content & email marketing
 - SEO & keyword optimization
 - Social media marketing
 - Webpage development
 - Partnership-building
 - Program development & management
 - Public speaking
 - Hiring, training & team management
 - 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 organizations' 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.
- Work cross-functionally with the 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.
- 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 the development team to build the Bicycle Colorado membership program and ensure diverse funding sources by recruiting hundreds of new members and pursuing grants, private sponsors, and individual donors.
- Lead the creation and launch of new statewide *digital* [SHIFT Driving](#) 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. Collaboration with industry partners Alchemy Bicycle and SRAM.
- 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

- Supported curriculum development and launch of new programs, including training 2,000 Bicycle-Friendly Drivers in the program's first two years; 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.
- Managed 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 essential products through public events, social media platforms, and competitions.
- Product feedback support, 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 for success.

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

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

December 2006

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