

KRIS WAGNER

Driven by marketing, content & analytics

Erie, CO
(484) 347-4984
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I'm an ambitious marketing executive and award-winning editor. I help brands amp up marketing, content, and analytics to grow and engage the right audiences. Working mostly in the technology and outdoor markets over the past 15 years, I've collaborated with teams across the globe.

EXPERIENCE

May 2016 – Present

International Marketing Director | ViewRanger

Cambridge, United Kingdom

ViewRanger is a pioneer in mobile GPS tech and augmented reality. In May 2016, I joined to boost market share in the USA. Three months later, I was promoted to direct global marketing.

- Adding 2+ million registered app users. Biggest growth in UK, France, and USA.
- Directing staffers and freelancers in UK, Italy, Spain, and Ukraine.
- Managing global marketing and content calendars.
- Growing in-app store revenue and subscriptions.
- Introducing more analytics to garner actionable insights.
- Adding automated journeys to engage active users, reduce churn, and increase lifetime value.
- Working with strategic partners, including Apple, Google, Casio, and Land Rover.

2010 - 2016

Marketing Director | Trimble

Phoenix, AZ

Led marketing for Trimble Outdoors, a hub within Trimble (NASDAQ: TRMB). In just a few years, our business unit released 24 mobile apps, prototyped three retail products, and acquired two companies. In 2016, Trimble shifted this technology to its professional markets.

- Directed all-things marketing, from strategy to research and product requirements.
- Launched e-commerce and app store channels.
- Tracked KPIs like cost per lead, cost per acquisition, conversions, and active users.
- Launched digital marketing strategies: content marketing, email, and SEO/SEM.
- Outlined goals and deliverables with third-party PR, ad, and creative agencies.
- Worked with key partners on co-marketing programs and product launches.
- Built an independent sales team and distribution channels for retail products.

2007 - 2010

Map Editor / Project Manager | Active Interest Media

Boulder, CO

Active Interest Media is a leading enthusiast media company where I managed an award-winning staff of multi-media editors and 200 regional contributors in the U.S.

- Managed weekly deliverables to internal teams and partners.
- Oversaw department budget and produced quarterly reports.
- Collaborated with technical team on content and product requirements.
- Developed strategic plans and tactics with executives and key partners.
- Analyzed customer trends, traffic, and competitors. Then blueprinted new processes.

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EXPERIENCE cont.

2006 – 2007

Founder | Adventure Anywhere

Boulder, CO

Launched and directed a profitable tech and content business. Aqu-hired into Active Interest Media in 2007.

- Launched profitable tech business to collect user-generated GPS trail data and field notes for hiking and cycling routes. The info was formatted for print, websites, and mobile devices.
- Built an in-house team and freelance contributor network across the U.S.
- Managed partnership contracts, monthly budgets, and ongoing deadlines.
- Surpassed revenue goals by 125% in first five months.
- Worked with public land managers, non-profit groups and volunteers to map the CDT, a 2,000-mile trail from Mexico to Canada.

Before 2006

Other Positions

- Freelance project manager, editor, and photographer (various jobs)
- Online Managing Editor & Online Editor (Rodale Inc., Backpacker.com, Bicycling.com)

EDUCATION

University of Wisconsin

Stevens Point, WI

- Major: BA in Communications
- Minors: Writing and Biology
- Handpicked for Chancellors Leadership Award

Macquarie University

North Ryde, Australia

- Overseas study program

OTHER NOTEABLES

Writer: I've written hundreds of articles. Top publications: Backpacker, Bicycling, and Wired.

Speaker: I've presented at several conferences and trade shows. The latest: Casio HQ in Tokyo, Japan.

Teacher: I've contributed to how-to books and online courses.

Go-Getter: I funded most of my college tuition as a freelance reporter and photographer.

Explorer: I was picked to represent the next generation of explorers on the Trans-Baikal Mountain Bike Expedition.

AWARDS

I been fortunate to direct and work with some amazing teams. Our work has earned top honors from industry leaders. Some highlights:

- Google: Android Excellence
- Apple: Coolest Use of AR
- Google Play Editors' Choice
- Apple Keynote
- Outdoor Retailer: Best Gear Awards
- National Magazine Awards
- Webby Award Nomination

SKILLS & PROGRAMS

Communication • Leadership planning • Marketing strategy • Team development & execution • Team collaboration & negotiation • User growth • Content planning & delivery • PR and media pitching • Analytics • E-commerce & subscriptions (SaaS) • CMS platforms & CRM automation • Email • SEO/SEM/ASO • CPC/CPA/ CPM programs • GPX and map software • Photo editing software