

CHRIS FURLONG

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RESOURCEFUL ORCHESTRATOR | COLLABORATIVE STRATEGIST | CREATIVE WRITER AND STORYTELLER

Optimizing operational systems to increase efficiency and profitability.

Cultivating relationships with clients and organizational leadership.

Twyrl@home | Arlington, MA

Owner

2019 - Present

Launched a subscription-based meal kit company amidst COVID-19

- Created a seamless user experience for the website ordering function
- Developed, designed, and branded a website, digital, and print advertising
- Partnered with Arlington, Winchester, and Needham Council on Aging and Somerville Homeless Coalition to donate over \$5,000 of meals to housebound bound senior citizens and homeless during COVID lockdown
- Generated over \$100,000 in sales within the first 6 months

Twyrl Pasta Bistro | Arlington, MA

Owner

2017 - Present

Launched a full-service scratch kitchen restaurant with a seating capacity of 70+

- Orchestrated the branding strategy for company logo, website, print, and digital social media presence
- Drove Public Relations function for the company, including the direct interaction with 200+ guests daily and collaboration with the local chamber of commerce, schools, businesses, and charities
- Generated over \$2.5 million in sales
- Maintained an aggregate 4.5-star rating on 300+ social media reviews
- Built out facilities including a kitchen and dining room
- Established and implemented operational systems in collaboration with contractors and vendors (point of sale, suppliers, legal, payroll, trademarks, accounting)
- Authored a comprehensive operating manual
- Hired and trained 100+ employees, including chefs, line cooks, servers, and facility contractors (HV/AC, Electrical, Plumbing, Major Appliance specialists)
- Retained 100% of employees during COVID-19

Furlong Household

Household Manager

2007 - 2017

- Created and produced an elementary school, student-led, weekly TV news show
- Supported elementary school teachers with weekly curriculum implementation
- Led a weekly literacy program for the local schools
- Orchestrated a monthly interactive history program
- Partnered with two schools to redesign and reconstruct the playgrounds and play areas
- Enabled and mentored daughters to become ranked in regional, national, and world Irish Step Dancing competitions
- Authored 3 novels and 2 screenplays

East Coast Pizza | Cardiff, CA

Owner

2003 - 2007

- Developed a marketing strategy including logo, branding, POS imaging, and advertising
- Recruited, hired, and trained a 25+ team, including managers, chefs, and delivery drivers
- Built out a kitchen and dining room in partnership with contractors and local and state officials
- Generated over \$4 million in annual sales

Time Warner Media | San Diego, CA

Account Executive

2003 - 2004

- Generated ~\$1 million in new business
- Increased annual sales by 50%

Brubaker Advertising (now RV Video Library) | San Diego, CA

Director of Sales & Marketing

2000 - 2002

- Orchestrated regional promotional events driving over 1 million guests across 4 major markets
- Wrote, produced, directed, and supervised media placement for radio, television, and print advertising campaigns in six major markets
- Secured a major manufacturing account for Alfa RV (a division of Fleetwood) by producing market research studies for automotive sales trends in five major markets
- Designed and launched a Alfa automobile manufacturer's multi-media B2B sales campaign

Cox Media | San Diego, CA

Account Executive

1997 - 2000

- Generated \$1+ million in new business
- Wrote, produced, and directed 50+ television commercials that aired on local and regional cable television broadcast
- Achieved *Sales-Person of the Month* in April and September (1999), February, March, June (2000)

WMCG Radio Station (now Clear Channel) | San Diego, CA

Account Executive

1996 - 1997

- Generated over \$1 million in sales
- Added 50 accounts with the first 6 months
- Developed and implemented 20+ advertising campaigns for key clients

EDUCATION

University of Massachusetts - Amherst | Amherst, MA

Bachelor of Arts degree in English

PROFESSIONAL AFFILIATIONS

Project Management Institute

American Marketing Association

National Association for Sales Professionals

COMMUNITY ENGAGEMENT

Commissioner and Head Coach, Winchester Youth Baseball and Softball

PERSONAL INTERESTS

Skiing, Surfing, Recording and Performing Music (Percussion), and Writing