**CHRIS FURLONG**

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**INNOVATIVE MARKETING DIRECTOR | SKILLED RELATIONSHIP BUILDER**

**POISED BRAND REPRESENTATIVE | RESOURCEFUL PROBLEM SOLVER**

**CRITICAL THINKER | ARTICULATE WORDSMITH**

**CAREER SUMMARY**

Consistently demonstrated product branding expertise from inception to delivery. Cultivated relationships with leaders of the Greater Boston community as well as state and municipal officials. Collaborated with cross-functional teams while upholding Boston Red Sox brand standards. Developed high-quality digital media, print and video marketing campaigns and promotions. Managed and acted as primary point of contact for multifaceted V.I.P events from concept to execution. Clearly conveyed information for internal and external communications. Successfully crafted and implemented persuasive, on-brand messages toward targeted audiences. Extensive experience tailoring user-generated correspondence. Skilled at designing effective and dynamic websites. Adept author and presenter of executive-level presentations.

**CORE COMPETENCIES**

**Key Skills:** **Brand Management | Project Management | Product Development**

**Public Relations | Internal & External Communications**

**Social Media Engagement | Event Planning & Execution**

**Graphic Design | Copywriting | Story-telling**

**Technical Skills:** **Microsoft Office** (Excel, PowerPoint, Outlook, Word), **Google Workspace** (Sheets, Slides, Gmail, Docs), **Social Media Platforms** (Instagram, Twitter/X, Facebook, YouTube), **Social Media Management** (Hootsuite), **Email Marketing** (Constant Contact), **Graphic Design** (Photoshop, Adobe, Canva, Vistaprint), **Collaborative tools** (Teams, Zoom, SharePoint, PowerPoint**), Digital Design & AI Software** (Wondershare, Filmora, Kaiber, Python), **Audio Design** (Alitu, Buzzsprout, Spotify), Wordpress, HTML

**PROFESSIONAL EXPERIENCE**

**Aramark Sports & Entertainment at Fenway Park** | Boston, MA

***Premium Events Manager***, 2022 - Present

Deliver a premium guest experience for high-profile corporate accounts at Fenway Park. Ensure client satisfaction through impeccable event planning and execution. Draft daily communications with precision and clarity, bridging the gap between Boston Red Sox executives, corporate and community partners and team sponsors. Provide unwavering administrative support to the Director of Premium Event Services.

* **Strengthen brand reputation and forge key community relationships**, orchestrating and managing community outreach and charity events, fulfilling the needs and expectations of the Red Sox Foundation.
* **Collaborate on high-profile VIP corporate experiences within premier Fenway Park event spaces**, embodying the Fenway Sports Group (FSG) brand. Execute meticulous planning and management of complicated logistics involving multiple departments.
* **Develop and present executive-level proposals** integrating Artificial Intelligence (AI) and advanced data analytics into operations.
* **Achieve a 99% client satisfaction rate** through detailed event management and superior client service.

**Flavor Boom** I Watertown, MA

***Operations Director***, 2022

Executed sales, marketing, branding and operational strategies while guiding the expansion of 3 restaurant locations within an 18 month period.

* **Spearheaded systems implementation of a new restaurant operation**, completing all phases in under 9 weeks.
* **Fostered a high-performance work environment and ensured operational excellence**, recruiting, hiring, and training a team of managers, employees, and support staff.
* **Built relationships with local/state officials and independent vendors**, facilitating a seamless launch and sustainable management of a pioneering restaurant group.

**Twyrl Pasta Bistro** | Arlington, MA

***Owner / Chief Marketing Manager*,** 2017 - 2022

Launched a renowned A-list restaurant, showcasing a dedication to excellence and meticulous attention to detail toward all aspects of marketing and operations. Demonstrated strong business acumen and sales strategy, generating over $5.2 million in sales. Maintained a 4.5-star rating, generating 1000+ social media reviews across all social media platforms.

* **Identified market needs and analyzed trends** to develop targeted promotional collateral and instructional videos. Created and executed grass-roots community outreach campaigns.
* **Conceptualized and executed innovative marketing systems**, partnering with talented cross-functional teams to facilitate branding, advertising, dynamic social media and website design.
* **Built a seamless user experience** by integrating UI and UX platforms such as e-commerce, operations management systems, CRM, loyalty programs, and customer support functions.
* **Launched a subscription-based meal kit company during Covid-19 lockdown**, highlighting entrepreneurial insight and adaptability to market changes and demands.
* **Garnered confidence from stakeholders, benefactors, and local officials** by leveraging expert communication skills to craft compelling press releases and talking points.

**ADDITIONAL WEST COAST MARKETING EXPERIENCE**

*Account Executive* (**Time Warner**); *Associate Producer* (**San Diego Padres Network - Cox Media**)

*Account Executive* (**KMCG Radio Station**); *Director of Sales & Marketing* (**Brubaker Advertising**)

**EDUCATION**

**University of Massachusetts - Amherst** | Amherst, MA

*Bachelor of Arts degree in English*

**PERSONAL INTERESTS**

Skiing, Surfing, Producing & Recording Music, Visual Art Production, and Creative Writing