

# Chris Stulz

## MARKETING DIRECTOR

- Brand Strategy
- Integrated Campaigns
- Digital Growth

Philadelphia Metro Area  
Remote / Hybrid

### Contact

912-441-6201  
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### Links

LinkedIn.com/in/chrisstulz/  
Portfolio: chrisstulz.com

### Skills

- Marketing Strategy
- Brand Leadership
- Campaign Development
- Creative & Visual Storytelling
- Digital & Content Marketing
- SEO & Web Analytics
- Community Engagement
- Event Marketing
- Vendor Management

### Tools

- Adobe Creative Suite
- WordPress
- Google Analytics
- Constant Contact
- SEO Tools • HTML/CSS
- PowerPoint
- Audio/ Video Editing

## Summary

Marketing Director with 15+ years of experience leading brand strategy, integrated marketing campaigns, and creative teams across healthcare, food & beverage, education, utility, non-profit, and mission-driven organizations. Proven ability to drive audience growth, engagement, and revenue through data-informed storytelling, digital strategy, and cross-functional leadership.

## Experience

### Marketing Communications Specialist, Quaker Valley Foods, Inc, Philadelphia

July 2022 - 2026

- Own and execute company-wide marketing strategy across digital, print, and internal channels
- Led brand and website revitalization, increasing **web traffic 60%** and **social engagement 45%**
- Partner with Sales and HR on recruitment marketing, cross-promotion, and employer branding
- Analyze performance metrics and market trends to guide leadership decisions
- Manage external agencies, designers, and content vendors

### Marketing Strategist, AscellaHealth & Zolutia, Berwyn, PA

January 2018 – January 2020

- Led rebranding and integrated marketing initiatives contributing to **35% organizational growth**
- Directed campaigns for product launches, national conferences, and client acquisition
- Oversaw web, print, and social content to ensure consistent brand voice
- Improved customer engagement and retention through targeted, data-driven messaging

### Senior Learning Specialist, Independence Blue Cross, Philadelphia, PA

August 2017 - November 2017

- Designed interactive digital learning experiences

### Multimedia Design and eLearning Specialist, Freelance / Contractor

September 2005 - August 2017

Clients: Merck & Co., PJM, Vertex, Endo Pharmaceuticals, Renavatio

- Delivered branded digital content, web experiences, and visual storytelling for employee training
- Supported marketing, training, and public education initiatives

### Multimedia Developer, Brookwood Media Arts, Lower Gwynedd, PA

February 2007 – February 2009

Clients: Adobe, Johnson & Johnson, Pfizer, Church Pension Group, D&M Holdings

- Produced eLearning training presentations and user guides for pharmaceutical, software, and government agencies
- Collaborated with the marketing department to create marketing materials
- Increased productivity by streamlining creation of user guides and modules

## Education

**Bachelor of Fine Arts Computer Art**, Savannah College of Art and Design, Savannah, GA

## Other Experience

VP, Blue Bell Woods HOA 2020-2022 • Managing Editor, Muppet Stuff Blog, On-Camera Talent, Cinema Sickness • Captain, three-time Guinness World Record holder Asbury Park Zombie Walk