

Chris Stulz

Marketing Director — Brand Strategy,
Event Marketing & Growth, Digital
Transformation Leader

CONTACT

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CORE COMPETENCIES

- Brand Strategy & Positioning
- Digital Transformation
- Growth Marketing
- Data-Driven Decision Making
- SEO/SEM & Digital Campaigns
- Integrated Marketing Communications
- Employer & Recruitment Branding
- Cross-Functional Leadership
- Creative Direction
- CRM & Retention Strategy
- Omnichannel Campaign Execution
- Budget & Vendor Management

EDUCATION

BFA, Computer Art

Savannah College of Art and Design

LEADERSHIP & BEYOND

- VP, Blue Bell Woods HOA (2020 – 2022) — Governance, budget oversight, and community stakeholder management.
- Managing Editor, Muppet Stuff Blog — Content strategy, editorial leadership, and audience growth.
- On Camera Talent, Cinema Sickness/ Retro Reststop — Media presence, public communication, and brand personality development.
- Captain, Asbury Park Zombie Walk — Three-time Guinness World Record holder for large-scale event coordination, team leadership, and public engagement.

EXECUTIVE SUMMARY

Results-driven Marketing Director and integrated brand strategist with 15+ years leading marketing, digital transformation, and cross-functional creative teams across healthcare, food & beverage, education, utility, non-profit, and mission-driven sectors. Proven track record of driving revenue growth, audience engagement, and brand equity through omnichannel campaign strategy, and performance-based storytelling. Recognized for translating complex business objectives into scalable growth strategies, high-performing creative operations, and measurable ROI.

PROFESSIONAL EXPERIENCE

Marketing Communications Specialist

July 2022 – 2026

Quaker Valley Foods, Inc. — Philadelphia, PA

- Own and execute enterprise-wide, data-driven marketing strategy across digital, print, and internal communication channels.
- Spearheaded end-to-end brand and website revitalization leveraging SEO and UX best practices, driving a 60% increase in web traffic and 45% growth in social engagement.
- Partner cross-functionally with Sales and HR on recruitment marketing, employer branding, and cross-promotional growth initiatives.
- Leverage marketing analytics and predictive trend analysis to guide C-suite strategic decision-making and optimize marketing ROI.
- Manage external agency partners, designers, and content vendors to ensure on-brand, on-budget delivery.

Marketing Strategist

Jan 2018 – Jan 2020

AscellaHealth & Zolutia — Berwyn, PA

- Directed full-scale rebranding and integrated, omnichannel marketing initiatives contributing directly to 35% organizational growth.
- Led strategic campaign development for product launches, national conferences, and new client acquisition.
- Oversaw web, print, and social content strategy to elevate consistent brand voice and market positioning.
- Improved customer engagement, retention, and value through audience-segmented, data-driven messaging.

Senior Learning Specialist

Aug 2017 – Nov 2017

Independence Blue Cross — Philadelphia, PA

- Designed high-impact, interactive eLearning modules supporting enterprise-wide skills development.
- Partnered with key stakeholders to translate emerging skill gaps into scalable learning solutions.

Multimedia Design & eLearning Specialist

Sep 2005 – Aug 2017, Feb 2020 – June 2022

Freelance / Contractor — Clients: Merck & Co., PJM, Vertex, Endo Pharmaceuticals, Renavatio

- Delivered branded digital content, immersive web experiences, and visual storytelling for enterprise employee training programs.
- Supported marketing, corporate training, and public education initiatives through strategic multimedia development.

Multimedia Developer

Feb 2007 – Feb 2009

Brookwood Media Arts — Lower Gwynedd, PA — Clients: Adobe, Johnson & Johnson, Pfizer, Church Pension Group, D&M Holdings

- Produced eLearning training presentations and user guides for pharmaceutical, software, and government-sector clients.
- Collaborated cross-functionally with the marketing department to develop high-impact marketing collateral.
- Increased team productivity by streamlining content production workflows.

Additional Skills

Advertising
Animation
Art Direction
Attention to Detail
Audio Editing
Blogging
Brand Ambassador
Brand Awareness
Brand Identity
Brand Storytelling
Branding
Branding & Identity
Business-to-Business (B2B)
Campaigns
Captivate
Catering Coordination
Client Relations
Collaboration
Collaborative Problem Solving
Collectibles
Communication
Content Creation
Content Marketing
Content Strategy
Coordination
Creative Direction
Creative Ideation
Creative Project Management
Creative Strategy
Creative Thinking
Creativity
Cross-team Collaboration
Customer Relationship Management
Customer Service
Deliverables
Design Thinking
Digital Campaign
Digital Content
Digital Marketing
Digital Initiatives
Email Marketing
Entrepreneurial
Enterprise-wide Strategy
Event Coordinator
Event Marketing Specialist
Event Planning
Facebook Marketing
Flexibility
Graphic Design
Guest Engagement
Healthcare Marketing

Improvisation
Interactive Design
Internal Campaigns
Internal Communications
Internal Stakeholders
Key Performance Indicators (KPI)
Layout Design
Leadership
Logo Design
Marketing
Marketing Agencies
Marketing Campaigns
Marketing Communications
Marketing Department
Marketing Event Coordinator
Marketing Management
Marketing Manager
Marketing Specialist
Marketing Strategy
Meeting Planner
Merchandising
Multimedia Marketing Campaigns
Negotiations
New Business Development
Online Content Creation
Organization
Performance Marketing
Photography
Problem Solving
Product Awareness
Product Marketing
Project Management
Promotional Marketing
On Camera Talent
Public Speaking
Retail Sales
Search Engine Optimization (SEO)
Short-form Content
Social Media
Social Media Communications
Social Media Marketing
Social Responsibility
Spreadsheet management
Strategic Thinking
Strategic Partner
Synergy
Teamwork
Toys
Trade Shows
Vendor Relations
VOG (Voice of God)
Voiceover
Web Design
Website Design

Industries

Big Pharma
Entertainment
Food Distribution
Food & Beverage
Healthcare
Manufacturing
Pharmaceutical
Special Events
Social Media
Television
Utilities

Creative Tools

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere
Adobe After Effects
Microsoft Powerpoint
Microsoft Word

Social Media

Facebook
Instagram
Threads
Youtube
X (Twitter)