

# Chris Loneragan

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## Summary

Marketing content creator with 14+ years of experience driving growth for B2B and service-based companies. Skilled in scaling digital strategy, content, and outbound communications that consistently increase engagement and retention.

## Work Experience

**Footbridge Media** Contractor marketing agency serving service-based businesses.

### Director of Marketing

*Remote (Orlando, FL) | Oct 2023 – Present*

- Develop case studies, whitepapers, videos, podcast episodes, blog posts, email content, and more to educate clients and prospects while demonstrating expertise
- Direct outbound communications strategy across email, digital, and partner channels, ensuring brand consistency and campaign alignment.
- Manage editorial calendar, cadence, and performance tracking for newsletters and digital content to improve engagement and retention.
- Streamlined collaboration with leadership, operations, and client-facing teams to execute service launches and marketing initiatives.

### Managing Editor

*Remote (Orlando, FL) | Feb 2022 – Oct 2023*

- Developed and implemented scalable processes to improve efficiency, data tracking, and reporting accuracy.
- Spearheaded development efforts, curating style and content guidelines to direct SEO-optimized content for internal and client-facing platforms.

### President, Operations

*Pensacola, FL | Jan 2017 – Feb 2022*

- Curated and executed client education and retention campaigns, increasing customer satisfaction and contributing to new business acquisition.
- Oversaw cross-departmental processes and leadership for day-to-day operations.
- Standardized tactics and procedures to support consistent quality across projects.

### Web Design Manager & Web/Graphic Designer

*Pensacola, FL | Feb 2012 – Jan 2017*

- Led initial client communication and design staff management while ensuring deadlines.
- Designed 1,000+ website layouts, including branding and identity packages as needed.

## **Comedy Zone & Ramada Jax**

### **Marketing & Sales Coordinator**

*Jacksonville, FL | Jan 2009 – Nov 2011*

- Managed marketing for comedy club and hotel, including print, media buys, and PR.

## **Skills**

- Digital Marketing Strategy
- Content Marketing & SEO
- Email Marketing & Automation
- Affiliate & Partner Marketing
- Client Retention & Loyalty Programs
- Web & Graphic Design
- Branding & Visual Identity
- Project Management & Process Optimization
- Team Leadership & Cross-Functional Collaboration

## **Education**

**Saint Xavier University** – Chicago, IL

Bachelor of Arts, Communications (Organizational & Mass) | Minor: Digital Art

Graduated **Summa Cum Laude** with 4.0 GPA