

Christopher Germain

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PROFESSIONAL EXPERIENCE

Dealer.com

June 2010 – October 2013

Production Project Manager – Major Accounts

May 2013 – October 2013

- Exceeded our largest clients' expectations while upgrading their website platform within scope and on time
- Provided the highest level of customer service to the top 100 car dealer groups in the country with contracts greater than \$250,000
- Coordinated the Account Management, Design and Development teams to provide a seamless customer experience from the start of the project through the launch of the new website(s)

Production Project Manager

June 2012 – May 2013

- Created scalable technical solutions and set accurate expectations for solution delivery and launch
- Accurately built custom design requests and fixed website graphics and layout issues with Firebug & CSS
- Increased functionality of clients' websites during upgrade by utilizing third party integrations and creating solutions for customized client requests
- Completed 109 upgrades in a year - 113% vs. top quota & maintained a 97% NPS® customer loyalty score

Search Engine Optimization Analyst

June 2010 – June 2012

- Drove relevant and converting traffic to clients' websites by finding and targeting effective keywords, creating unique content and building high quality inbound links
- Selected to implement SEO strategy for our largest Fortune 500 client
- Developed a scalable Local Search Marketing product to drive more web traffic to clients' websites Product now being piloted by two of Dealer.com's largest clients
- Supported clients and internal teams with data driven strategies, implementation and issue resolution

Hospitality/Event Industry Experience

October 2006 – June 2010

- Server at The Olive Garden in Burlington, VT October 2009 – June 2010
- Whitewater Raft Guide for Barker Ewing in Jackson, WY May 2009 – September 2009
- Server at Calico Italian Restaurant in Jackson, WY October 2006 – August 2009
- Sales Assistant at Spring Creek Ranch in Jackson, WY May 2007 – December 2007
- Teton Gravity Research Movie Tour Manager in Jackson, WY June 2007 – February 2008

EDUCATION

University of Vermont 2006

B.S. Business Administration

Concentration: Marketing

University of New South Wales

International Study Abroad Program Spring 2005