Chris Kolmar

https://www.chriskolmar.com

Email: chris@homesnacks.net

EXPERIENCE

Zippia   Durham, NC
Co-Founder & VP of Marketing   *May 2015 - Present*

- Developing the user acquisition model around SEO, content marketing, and paid acquisition
- Testing and optimizing the conversion funnel from initial visit through registration
- Working on product improvements to find product market fit
- Create reports, dashboards, and business analyses with Python

HomeSnacks   Durham, NC
Founder   *May 2015 - Present*

- Founded a network of viral content websites
- Achieved a peak of 6mil+ visits/mo with a steady state of about 1mil visits/mo
- Write Python to scale content, automate reporting, and improve site structure
- Monitor changes to Google and Facebook algorithms in real time

Movoto   San Mateo, CA
Sr. Director of Marketing   *Mar. 2013 - Apr. 2015*

- Online real estate brokerage and search portal
- Led all SEO, content strategy, and online marketing initiatives
- Increased traffic to all Movoto properties from 2mil+ visits/mo to 20mil+ visits/mo
- Grew and managed a team of 20 people
- Created a coherent brand message to drive internal philosophy and external branding
- Ran excel analyzes as needed for product, operations, and marketing

Product Manager   *2011 - 2013*
Business Analyst   *2010 - 2011*

Acumen   Burlingame, CA
Analyst   *2009 - Sept. 2010*

- Data analytics contractor for various government entities
- Created SAS and STATA reports and summaries
- Performed outlier analyzes to identify fraud in medicare and medicaid

EDUCATION

Pomona College   Claremont, CA
Bachelors Of Mathematical Economics; GPA: 3.7   *2005 - 2009*

SKILLS & INTERESTS

- **Languages & Libraries:** Python, MySQL, Pandas, jinja, django, HTML, CSS, JS
- **Programs & Platforms:** Excel, Wordpress, Facebook Ads, Google Adwords/Adsense
- **Interests:** Scaling content marketing, site structure, link building, automating reports
- **Hobbies:** Sabermetrics, League of Legends, and learning to code