Christopher J. Hudson

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OBJECTIVE:

To obtain a product management role leveraging my marketing, web development experience, and technical writing skills.

EXPERIENCE:

- **Broker Associate/Marketing Manager:** *United California Brokers, www.ucbproperties.com,*
-Walnut Creek, CA (10/2012-Current): Created online and marketing (Social, Web, & Email) presences for boutique real estate firm increasing warm leads by 2,000%. Designed site with HTML, CSS, and JavaScript based on WordPress backend, integrating automatic PHP scripts for new content generation, linking property listing SQL databases with site. Installed drip email campaigns increasing conversions and closed deals by over 400%.

- **Co-Founder:** *Rah Communication LLC, www.crowdlation.com*
- Sunnyvale, CA (11/2011-10/2012): Developed and documented the system design, coded and deployed website in HTML, CSS, JavaScript, PHP and MySQL, instituted online & email marketing presences for lead generation, managed a team of 3, and was instrumental in acquiring inital customers for a mobile localization start-up.

- **Research Associate:** *Cornish & Carey, Newmark Knight Frank.*
-Hayward, CA (1/2011-11/2011): Worked with top producer with excess of $1 billion in sales in Multifamily asset division assisting with research related duties, database management (de-duplicating over 20,000 entries in application created in Apple's FileMaker Pro), and designing with Photoshop marketing material for new client acquisition. Assisted in generating over $200,000 in new revenue for the year.

- **Business Development Representative**: *Arena Solutions, Inc.*
-Foster City, CA (04/2010-09/2010): collaboratively worked with Executive Sales and Marketing team to engage and generate successful business opportunities to meet sales and revenue targets, creating marketing collateral for email drip campaigns, and reaching out to average of 80 contacts a day via email and phone creating a new lead pipeline.

EDUCATION:

- B.A. University of California, Santa Barbara *(2005-2009)*
  - Major: Psychology | Other: Technology Management Program
- San Jose State University – Open University *(2014-Current)*
  - Technical Writing Certificate (In Progress)

RELEVANT COURSES:

- Asian Business Practices	- Micro & Macro Economics
- New Product Development	- Critical Issues in Information Technology
- Entrepreneurial Marketing	- New Venture Finance
- Management & Communication	- Technical Writing

SKILLS:

- Proficient in the Microsoft Office Suite, Windows, and Linux operating system.
- Effective communication skills, detail oriented, organized, and dedicated to finishing each task.
- Flexible and quick learner, able to thrive in independent or group work environment.
- CRM Software (Salesforce.com/Zoho CRM experience), Mailchimp, Photoshop, Dreamweaver, Marketo.
- Computer language/framework: HTML, CSS, Wordpress, PHP, JavaScript, Python, Ruby, RoR, MySQL.