



Jill Christiansen

Entrepreneur, Specializing in Marketing

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Profile

Chief Marketing Officer

A dynamic entrepreneur that successfully develops and deploys strategic marketing plans and campaigns. A recognized leader with strengths in creative marketing, project management, event planning, and business development. Exceptional strategist analyzing trends and forecasting sales to develop long-term strategies, growth, and profitability. Proven communication skills to successfully manage large projects while directing diverse background teams.

HIGHLIGHTS

Demonstrated Achievements

- Served on a key leadership team that secured contracts coast to coast for Mass Transit and Airport Advertising resulting in \$20 million in business for Lamar Advertising.
- Grew participation for Bisbees fishing tournaments by 20% resulting in a record breaking \$9.8 million purse.
- Founder of PEP Pickleball. Designed, manufactured and brought to market a niche sporting goods startup for the fastest growing sport in the United States. Launched in November 2021.

CORE PROFICIENCIES

Professional

Traditional, Digital and Social Media Marketing • Brand Management Event Management • Project and Budget Management • New Product Development • Strategic Market Planning • Agency Relationships • Excellent Written and Oral Communication Skills • Organizational Skills

Personal

Creative • Collaborator • Self-motivated • Adaptable • Loyal

EXPERIENCE

DFW Marketing Studio 2009- Present

Founder. Creative Director.

- Lead a full-service design and marketing company. Oversee creative services and brand marketing platforms
- Provide day-to-day operational management, business strategy, competitor analysis, forecasting and market research
- Negotiate contracts, manage budgets, and build relationships with vendors and clients
- Accelerate business growth by offering a hub of resources, common services, and connections
- Generate business development/RFP production
- Design and publish specialty magazines

EDUCATION

Goldman Sachs 2021

10,000 Small Businesses Program Graduate

This highly selective program is funded by Goldman Sachs to assist entrepreneurs in generating economic opportunities by providing broader access to education, capital, and business support services.

Minnesota State University, Moorhead 2004-2006

Bachelor of Science, Mass Communications Emphasis in Advertising

Recipient of numerous awards from the American Advertising Federation (Addy Awards 6 Gold, 6 silver), and MSUM.