

# CHRISTOPHER SNELL

## EDUCATION

**Bachelor of Arts in Communications  
& African American Studies**  
University at Albany | May 2000

## MEMBERSHIPS

- **Omega Psi Phi Fraternity, Inc.**

## CORE COMPETENCIES

- League Apps & Team Sideline Platform Management
- Fundraising & Revenue Development (\$1M+ Raised)
- Grant Writing & Corporate Sponsorship Acquisition
- Experiential Marketing & Sponsorship Activation
- Event Production & Large-Scale Program Execution
- Client & Partner Relationship Management
- Financial Oversight & QuickBooks Management
- Data-Driven Marketing & ROI Analysis
- Digital & Physical Brand Activations
- Vendor & Stakeholder Management
- Team Leadership & Staff Development
- Project Management & Logistics
- Field Marketing & Community Engagement
- Digital Asset & Social Media Strategy

## EXECUTIVE SUMMARY

Results-driven Director of Experiential Marketing and Operations with 20+ years of leadership in live event production, experiential marketing, and team management. Proven success in executing large-scale, high-profile brand activations and building cross-functional teams that deliver exceptional client value. Skilled in budget oversight, contract negotiation, organizational processes, KPI tracking, and operational excellence. Adept at collaborating across departments and creating innovative, award-winning activations that elevate brand experiences.

## WORK EXPERIENCE

### RIVERSIDE HAWKS | MARCH 2021 - PRESENT

#### DIRECTOR OF OPERATIONS

- Oversee daily operations and strategic planning for a \$1.5M non-profit sports and education program, serving 500+ students annually.
- Lead cross-functional teams including operations, marketing, and event staff to execute seamless programs, tournaments, and large-scale fundraising galas.
- Manage budgets, contracts, and vendor relationships, ensuring operational efficiency and financial stewardship.
- Implement team communication processes and staff training, enhancing organizational effectiveness.
- Spearheaded community partnerships and sponsor engagement, increasing donations and event attendance by 40%.
- Lead event compliance, safety procedures, and staff certification (OSHA, First Aid).



## TECHNICAL SKILLS

- Raiser's Edge & Donor Management Systems
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Google Sheets, Docs, Slides, Workspace, Ads
- Microsoft Excel, Word, Power Point, Teams
- Zoom
- WordPress
- Basecamp
- Slack

## INTEREST

- Movies
- Crypto
- AI
- Politics
- Fitness
- Hiking
- Volunteering
- Youth Development

## LANGUAGES

- English ( Native )

## PROFESSIONAL DEVELOPMENT

- Certified Nonprofit Executive (CNE) – National Association of Nonprofit Organizations & Executives
- Certified Development Executive (CDE) – Fundraising Strategy & Donor Relationship Development
- Foundations of Cybersecurity - In Progress

## AWARDS & RECOGNITION

- EX Award Winner – Best Consumer Engagement Campaign (Crest Mobile Tour)

## EXPERIENCE CONTINUED -

### ELITE MARKETING GROUP | MARCH 2016 - DEC 2020

#### DIRECTOR OF OPERATIONS & LOGISTICS

- Directed multi-million-dollar experiential campaigns for national brands including LG, Snapple, and Venom, overseeing budgeting, operations, and production.
- Led cross-functional teams across sales, creative, and logistics for successful client activations at events like SXSW and national tours.
- Negotiated vendor contracts and managed KPIs, consistently delivering under budget and exceeding client expectations.
- Instituted operational processes and reporting structures, increasing team efficiency and lowering production costs by 15%.
- Managed risk assessments and safety training for event staff and contractors.

### BRAND CONNECTIONS | JAN 2005 - JUNE 2013

#### DIRECTOR OF OPERATIONS AND EVENTS

- Managed over \$4M in brand activation budgets, including large-scale consumer events and product launches for L'Oréal, Crest, and Snapple.
- Directed teams of 30+ staff and contractors, overseeing event logistics, client relations, and financial oversight.
- Developed and implemented event safety plans and compliance processes.
- Achieved a 90% client renewal rate through high-impact and innovative activations.

### PROOF PRODUCERS | JUNE 2013 - PRESENT

#### CEO/FOUNDER

- Created and led bespoke experiential marketing programs for clients like Leukemia & Lymphoma Society and Blue Cross Blue Shield, handling full-cycle production.
- Managed operations, staffing, compliance, and logistics for high-profile community events.
- Advised brands on strategic event marketing, contract negotiation, and vendor management.

