

First Name: Christopher  
Last Name: Filkins  
Email Address: christopher.filkins@gmail.com  
Phone Number: 310.704.4884  
Current Role: Senior Product Manager  
Firm: Global Protection Corporation

## Work Experience

### **Senior Product Manager at Global Protection Corp.**

October 2020 - June 2022

- Calculated the Return On Investment (ROI) on the firm's sampling program of 25% per sample and planned program to raise that by 50%.
- Envisioned and executed the build of a greenfield in-house Content Management System (CMS) incorporating four SaaS APIs into a hub-and-spoke commerce platform serving regional stores.
- Produced benchmark reports for international stakeholders to show a base 32% return on investment in greenfield project. These reports guided financial and corporate decisions of Global Protections and partners.
- Discovered over 50 KPIs for the Direct to Consumer (DTC) channel to use as benchmarks for re-development strategy.
- Analyzed 5 years of sales data to derive value of custom-sized sampling program and build a 15% more accurate Customer Lifetime Value (CLV).
- Produced hiring criteria and workflow to build a development team, after evaluating over 200 resumes position, to build a commerce platform for the brand and partners.
- Ran 30+ agile sprints with a consistent velocity as product owner and scrum master, managed backlog, and all communication with stakeholders.
- Modeled the abstraction of ten product sizes from sixty to develop a new condom line for the largest retailer segment of the market.
- Mentored four staff in career guidance, and agile methods for technical debt and code smell.
- Documented and assembled a scalable user research survey design system with full metrics for marketing research and to provide benchmarks for the firm's initiatives in Business to Consumer (B2C).
- Trained a cross functional team of 3 product staff in the creation of user research methods and benchmarking for product development ROI.
- Designed K-Nearest Neighbors (KNN) algorithm to analyze 140k sized condom sales to show size distribution drift and to show that 23% of users misunderstood how to use measuring tool. Wrote plan to redesign system.

### **Chief Executive Officer at Friends of Muscle Beach.**

August 2010 - June 2022

- Initiated formation & directed policy of the foundation and grew membership by 7341.7%.
- Managed collaboration between 11 budget management teams and executive leadership to develop financial plans to support budget management of 500k in preparing and managing financial planning and membership activities.
- Drove the mission and curated a community of 850+ individuals in the movement arts working as a team to produce events that touch the lives of thousands of people each year.

### **Search Engine Optimization Project Manager at LifeSpan Medicine**

March 2016 - September 2019

- Modernized infrastructure to analyze 100% of firm's medical editorial combined with leading hashtags in segment to target search engine optimization.
- Designed and implemented content strategy across four platforms and generated 1.5 million monthly engagements with desired cohorts.
- Liaised with 3 on-staff nutritionists, medical literature, and the firm's dietary restaurant recommendations to devise new content strategy. Wrote a brief and developed a budget and timeline for a ROI for the firm's owners.

### **Project Manager at Kip Morrison & Associates**

October 2014 - July 2016

- Grew client's followers an average of 47.7% per month over the course of a year by hashtag analysis and targeting across clients' social platforms.
- Conceptualized and automated calendaring priority system built on weighted engagement numbers for mobile application in onboarding phase. Saw 35% growth month over month.

### **Principle at Brachiator**

January 2010 - October 2014

- Established first roué Cyr sports equipment firm in the United States and introduced new class of athletic equipment to US market. Mentored and trained hundreds of athletes and teachers on said equipment.

### **Marketing Manager at DYL**

August 2012 - November 2013

- Improved business to consumer marketing group effectiveness within business to business segment by 15%.
- Envisioned and prototyped QR code marketing tool for direct to consumer lead generator for 1,042,231 realtors' market in 2013.

- Researched & scoped digital asset management hub for marketing production team and consolidated 6 years of assets into searchable repository.
- Generated time-to-contact model for existing proprietary customer relationship manager (CRM) & increased sell-through on leads by 21%.

### **Senior Product Manager at Condomania**

January 1996 - April 2011

- Surveyed over 1050+ customers to extract user research to bring multi-size condom brand to market then collaborated in design, branding, and positioning of 95 size line.
- Structured wireframes & design system for relaunch of existing web commerce vehicle comprised of 300+ pages plus ancillary funnels.
- Dissected condom size sales for correlations between 10,000 sales & 50 states for a press release that initiated stories, articles, and interviews in major media.
- Established & supervised marketing staff in creating assets and initiatives across dozens of both, in person and online, events.
- Overhauled and automated existing affiliate tools meet the unique needs of the firm & hundreds of affiliate partners resulting in a 67% bump in affiliate sales.

### **Education**

Lambda School Data Science Core, December 2019 - October 2020

The University of New Mexico Bachelor's degree, English