
Christopher Danson

Marketing Technology Leader

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SUMMARY

- **Business System Integrator** utilizing data from various sources into one marketing platform.
- **Leader** of several inter-departmental projects to streamline data flows.
- **Over 15 years of experience** in business technology and keeping up-to-date on technology trends.

EXPERIENCE

Communication Manager - *FamilySearch, Salt Lake City*

NOV 2022 - PRESENT

- Maintain an ongoing plan for helping an international audience be aware of the availability of new and existing products and programs.
- Plan and schedule announcements, implementations, and communications through various channels.
- Works early in development with product managers to ensure that critical messages are built into products and communicated through implementation and awareness efforts.

Sr. Marketing Technology Manager - *FamilySearch, Salt Lake City*

JUL 2021 - NOV 2022

- Designed processes and workflows needed to automate data integration with various systems including Snowflake Cloud Database and Marketo Automation Platform.
- Administered customer data policies according to internal data governance policies and domestic/international privacy laws.
- Refined marketing systems to automate reports and insights for future department growth using Microsoft Power BI and Microsoft Power Automate.

Marketing Data Manager - *FamilySearch, Salt Lake City*

JAN 2019 - JUL 2021

- Managed customers within the email marketing platform Salesforce Marketing Cloud and other systems related to the department's strategies and practices.
- Created processes to pull highly personalized data for campaigns using complex and custom SQL queries and automation.
- Provided insights and solutions for long-term growth and improvement through Microsoft Power BI.

Christopher Danson - Marketing Technology Leader

Digital Compliance Officer - *Zions Bancorporation, Salt Lake City*

AUG 2016 - JAN 2019

- Designed efficient compliance procedures and quality assurance in the digital banking sphere.
- Consulted as a subject matter expert for E-SIGN and the FFIEC Social Media: Consumer Compliance Risk Management Guidance.
- Implemented and oversaw the Digital Compliance Risk Program and team.
- Served as Chairman of the Digital Compliance Risk Council.

Social Media Compliance Specialist - *Primary Residential Mortgage, Inc., Salt Lake City*

JUL 2015 - AUG 2016

- Proactively provided guidance on effective compliance strategies for marketing with social media within the mortgage lending space.
- Built relationships with external field partners and internal business units.
- Analyzed multiple Google AdWords campaigns, budgets, and CPC statistics to adjust cost-saving measures with the highest conversion rate.
- Developed workflow for online and social media complaints.

Website & Social Media Specialist - *Grant Victor, Kaysville*

APR 2014 - JUL 2015

- Managed e-commerce website redesign to increase Conversion Rate.
- Developed and implemented Social Media plan to help increase SEO.
- Optimized keywords through research, analytics, and social content to increase.
- Trained to a non-technical group how SEO and CRO work together.

EDUCATION

M.A. - Professional Communication - *Southern Utah University, Cedar City*

APR 2025

B.A. - Business/Multimedia Technologies - *Weber State University, Ogden*

APR 2014

- 3.0 GPA
- Adobe Dreamweaver Certification
- Computer Networking Certification Ready