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# Christopher Danson

## Marketing Technology Leader

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### SUMMARY

- **Communication & Marketing Leadership:** Planned and executed communication strategies for global audiences.
- **Interviewer & Researcher:** Conducted research and interviews to gather user insights to ensure effective messaging.
- **Data Integration & Automation:** Designed workflows to integrate and automate data across platforms.

### PROFESSIONAL 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.

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

AUG 2016 - JAN 2019

- 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.

## EDUCATION

### M.A., Professional Communication - Southern Utah University

APR 2025

- Thesis: *Spreading the word about artificial intelligence: Masspersonal communication impact on the diffusion of innovation theory*
- Thesis Advisor: Hayden Coombs, Ph.D.

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

APR 2014

## PRESENTATIONS & PUBLICATIONS

### 2025 Northwest Communication Association - Coeur d'Alene, Idaho

Danson, C. S. (2025, April 13-15). *Genealogy communication approaches: A quantitative survey to explore channel expansion theory* [Conference presentation]. NWCA 2025 Conference, Coeur d'Alene, Idaho, United States.

### 2025 Southern States Communication Association - Norfolk, Virginia

Danson, C. S. (2025, April 2-6). *The populist politician's playbook: A qualitative study of Mike Lee's Facebook posts* [Conference presentation]. SSCA 2025 Conference, Norfolk, Virginia, United States.

### Publications

Danson, C. S. (2025). The populist politician's playbook: A qualitative study of senator Mike Lee's Facebook posts. *Utah Journal of Communication*, 3(1), 61-68.  
<https://doi.org/10.5281/zenodo.15312639>