

# Christopher Kindig



See my greeting, client reviews, and portfolio:  
[Entrepreneur.com](http://Entrepreneur.com)

[Linkedin.com/in/ChristopherKindig](https://www.linkedin.com/in/ChristopherKindig)

Chris@Entrepreneur.com - 410-775-6831

2914 Inglewood Avenue, #1, Baltimore, MD 21234

## Purpose

**My purpose is to passionately serve worthwhile missions and people. I apply creativity, communication, and problem-solving to build businesses, grow movements, shape brands, inspire teams, and change minds.**

## Personality

People think of me as enthusiastic, caring, driven, intelligent, and dedicated to a better world.

**I am thrilled by developing new products, services, and websites that make a difference!**

I love to craft clever brands, communications, and marketing strategies that fulfill potential.

I excel in seeing, researching, and explaining what is possible, and I have execution experience in defining targets, prioritizing tasks, building systems, and leading teams to reach our targets!

## Strengths

- 1. Creativity** – My greatest gift is creativity, which I apply to imagine and design solutions to problems. I brainstorm and research, then narrow to achievable solutions and plans.
- 2. Communication** – I am an articulate speaker, writer, thinker, and manager. I am a seasoned collaborator, comfortable in communicating to persuade, sell, and inspire.
- 3. Commitment** - For over 15 years I have worked remotely to design, build, and serve ethical entrepreneurship and non-profit organizations. Aligning my work with my values is of key importance to me. I am very determined to apply my work towards a better world.

## Expertise

- Website Design
- Search Engine Optimization
- Business Development
- Digital Marketing
- Content Strategy
- Product Creation

# Experience

## Digital Marketing & Website Design - [Entrepreneuron](#) - 2012-Today

- **Marketing Services** - define business objectives, then design and build websites, marketing funnels, systems, communications, SEO, ads, and analytics to reach them.
- **Entrepreneurship Services** - research, analyze, and develop business strategies, invent new streams of income, streamline operations, and decision making support.

## Marketing Director - [Ortus Academy](#) - July 2019-April 2020

- **Website** - design, build, and improve website so that it aligns with marketing goals.
- **Funnels** - create digital offerings and drip campaigns to turn traffic into conversions.
- **Content** - research and develop social, blog, newsletter, and video content plans.
- **SEO** - select and implement keywords based on intent, volume, and competition.
- **Ads** - plan ad campaigns around buyer intent, geography, and cost effectiveness.

## Operations Director - [Elemental Education](#) - Aug 2018-Now

- **Strategy** - Create and manage budgets, agendas, priorities, systems, and reports.
- **Offerings** - Develop concepts, research opportunities, develop assets, and line up logistics to sell learning based products and services for schools and families.
- **Education** - Develop learning tools, games, presentations, characters, and stories to teach elementary age children about environmental principles and technologies.
- **Marketing** - Develop and execute marketing strategy, including social media schedule, partnership opportunities, press, and marketing copy as needed.
- **Website** - Design and construct website to accomplish brand and business priorities.
- **Information** - Build and enhance info systems to effectively market and operate.
- **Branding** - Developed brand name, logo, story, and messaging to position company.
- **Design** - Create graphics as needed, or hire and manage professional designers.
- **Projects** - provide research, brainstorming, setup, and administrative support on business matters including Sales, Finance, Legal, Billing, Hiring, Partnerships, etc.

## Operations Director - [Foundation for Intentional Community](#) - 2012-2019

- **Executive Team:** Contribute support, decisions, and coordination to Executive Team and Oversight Committee. Develop reports and budgets for Board meetings.
- **Staff Leadership:** Design job descriptions, find applicants, conduct interviews, hire talent, and onboard. Responsible for most operations decisions and Staff oversight.
- **Finances:** Organized operations into 5 business segments in budget to effectively manage and grow. Lead initiative to clean up Balance Sheet and to simplify accounts.
- **Fundraising:** key collaborator to 3 successful crowdfunding campaigns. Grew Membership sales by integrating into online offerings. Fundraising strategy support.
- **Marketing Strategy:** coordinated newsletter schedule, administered and managed social media and blog, and created marketing partnerships and strategies.
- **Website Manager:** Led total overhaul of ic.org to be more user-friendly, manageable, profitable, and highly trafficked. Lead web development of updates to online offerings.
- **IT Manager:** advised on, set up, and supported software and information systems.
- **Product Development:** formulated over 20 new media products with high margins. Designed plans and managed teams and services to produce, market, and distribute.
- **Media Distribution:** digitize magazines, books, films, and added into new markets.

- **E-Commerce:** Built online store and doubled income from \$30,000 to \$60,000 over 5 years. Added subscription products with auto-renewal option. Developed coupons and group discounts, added new products and packages, and set up affiliate program.
- **Cut Expenses:** Cut \$4,000 annual loss in distribution inefficiencies, plus \$2,000 in payment processing fees. Reduced inventory glut by 50% through sales and policies.

## Operations & Business Director - **Global Ecovillage Network** - 2015-2018

- **Executive Support:** Provide decision-making, management, planning, and special project leadership and support to Executive Director and Executive Team.
- **Business Design:** Develop business models, product and service offerings, marketing strategy, and structures to launch Education and Consultancy enterprises.
- **Business Development:** Provide strategic analysis, research, negotiation, and networking to evaluate values matched partnerships, opportunities, and enterprises.
- **Operations:** Establish strategies, systems, and policies to identify, track, and complete organizational targets, and to support the Executive Team and Staff.
- **Team Development:** Develop job descriptions, review applicants, administer interviews, select talent, onboard, and craft employment contracts and policies.
- **Budget:** Create and maintain the annual Budget. Monitor, evaluate, and advise on performance against budget. Create 5 Year Plan, Projections, and Annual KPIs.
- **Financial Management:** Provide guidance to Finance Director and ED on payment policies, approving expenditures, banking, financial information systems, etc.
- **Marketing:** Provide insight, analytics, planning, and management for marketing strategies including newsletters, social media, and search engine optimization.
- **SEO:** Research Keywords, apply SEO to site, and administer Google Adwords Grant.

## IT Director - **Global Ecovillage Network** - 2015-2018

- **IT Strategy:** Develop priorities and plans for websites and online offerings.
- **IT Management:** Improve IT operations and impacts by managing the strategy, staff, and budget, while incorporating executive, departmental, and regional feedback.
- **Project Management:** for funded projects, define priorities, set milestones, and manage assets so that critical objectives are met and reports provided in timelines.
- **Website:** Advocated for, fundraised for, then hired and managed Senior Developer to completely overhaul website. Consolidated and simplified design, content, + structure.
- **Systems:** ensure IT systems are selected and set up well, and functioning properly.
- **Budgeting:** analyze and project IT finances, including fixed costs and new initiatives. Identify and work on areas where costs can be saved, and incomes can be created.
- **Staffing:** Refine job descriptions, conduct interviews, evaluate, hire, and onboard.
- **Fundraising:** Draft project proposals and budgets to win IT funding applications.
- **Partnerships:** Manage, seek, and negotiate strategic alliances with partners.

## Advertising Manager - **Foundation for Intentional Community** - 2012-2018

- **Grew Ad Sales:** Brought in annual revenue in first quarter! Quadrupled Ad Business.
- **Developed Offerings:** Simplified and invented new Ads, Packages, and Specials.
- **Built Systems:** Eliminated Accounts Receivables using new software and policies.
- **Customer Service:** Served clients with technical support, analytics, and ad advice.
- **List Marketing:** Served thousands of clients, built and marketed to newsletter list.
- **Trained Successor:** Selected, hired, trained, and supported an apt replacement.

## Brand Ambassador & Sales Representative - Relay Foods - 2013-2015

- Added 675 new customers to buy locally procured healthy groceries by delivery.
- Made 2.7 sales per hour in the field, which was about 3 times company average.
- Innovated partnerships, events, marketing, sales tools, and outreach strategies.
- Evaluated and contributed feedback to influence key areas of website development.

## Corporate Billing & Collections Specialist - Maxim Healthcare - 2012

- Processed billing for \$4 Million in Home Healthcare Services over 6 months.
- Responsible for remote auditing of nationwide Home Healthcare branches, including qualifying documents, verifying insurance details, and calling to collect on accounts.

## Founder & Chief Executive Officer - Organic Mechanic - 2005-2012

- Generated over \$400,000 in online sales of various green technology products.
- Served 1,800+ customers. Provided sales and customer support via phone and email.
- Created all marketing, including brand, logo, social media, partnerships, and website.
- Cultivated catalog of 200+ green technologies through research and negotiation.

## Quality Rater of Search Results - Google - 2007-2008

- Improved Google search engine results by comparing, evaluating, rating and reporting on relevancy and quality of search results, following extensive training and testing.
- Promoted to rate video and other content for relevancy and to test new features.

## Education

**Bachelor's Degree in Psychology** - Texas A&M, Corpus Christi - 3.6 GPA - 2007

**Permaculture Design Certification** - School of Living & Permaculture Maryland - 2014

**UNLEASH** - UN Sustainable Development Goals Innovation Lab in Singapore - 2018

## References

Sky Blue Executive Director, FIC <a href="mailto:Sky@ic.org">Sky@ic.org</a> , 434-806-9486	Daniel Greenberg President, GEN <a href="mailto:Daniel.Greenberg@ecovillage.org">Daniel.Greenberg@ecovillage.org</a>
Kim Kanney Bookstore Manager, FIC <a href="mailto:Bookstore@ic.org">Bookstore@ic.org</a>	Mark Anderson Senior Developer, GEN <a href="mailto:Mark@Rowatt.com">Mark@Rowatt.com</a>
Jennifer Hawse DC + MD Market Manager, Relay Foods <a href="mailto:JLHawse@gmail.com">JLHawse@gmail.com</a> , 410-302-3061	Gabe Bustos Education Director, Elemental Education <a href="mailto:Gabe.Bustos@Elemental-Education.com">Gabe.Bustos@Elemental-Education.com</a>

## Interests

Sustainability, Regeneration, Resiliency. Humanity, Psychology, Philosophy, Community. Entrepreneurship, Technology, Evolution, Change. Permaculture, Gardening, Cooking. Travel, Reading, Hiking. Yoga, Music, Film.

**Thank you for considering me for your team. [Contact me](#) with questions and ideas!**