


# CHRISTOPHER PILON

MARKETING DIRECTOR

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Mission Viejo, CA 

## MY PROFILE

Thriving on finding creative solutions for challenges, an unwavering commitment to embracing both successes and failures as invaluable learning opportunities characterizes my approach. Demonstrating an exceptional work ethic and unwavering self-discipline, a powerful leadership presence is inevitable. Actively pursuing a company that presents stimulating challenges while nurturing an environment of creativity fuels my professional aspirations. Skillfully leading teams or seamlessly collaborating, unwavering dedication and adaptability are my trademarks. A profound joy arises from acquiring new techniques and generously imparting knowledge to others. Above all, unwavering pursuit of excellence permeates every endeavor.

## WORK EXPERIENCE

### ■ DIRECTOR OF MARKETING & SALES

**Comforts of Home Furniture - Laguna Hills, CA**

12/2020 - 11/2022

- Held a leadership position as the Director of Marketing and Sales at Comforts of Home Furniture, responsible for managing all marketing and advertising efforts across various channels and campaigns.
- Utilized analytical insights from marketing and sales data to drive strategic adjustments and optimize marketing initiatives for enhanced performance.
- Led the planning, design, and production of advertising creatives, including videos, digital assets, and print materials, to effectively promote products and drive sales.
- Introduced a more innovative and efficient structure to the business by implementing modern software and methods.
- Implemented professional email systems through G-Suite, connecting all four locations and vastly improving communication channels within the company.
- Revamped the company's website, bringing it up to date and enhancing its functionality to facilitate online product sales.
- Assumed a temporary General Manager role while spearheading the implementation of a new inventory and point-of-sale (POS) system, STORIS.

### ■ SALES ASSOCIATE

**Godwin's Furniture - Owosso, MI**

11/2019 - 11/2020

- Joined Godwin's Furniture as a Sales Associate with no prior knowledge of furniture sales, quickly adapting to the role and demonstrating a strong willingness to learn.
- Thrived in a zero-pressure sales environment with a commission-based compensation structure, developing the ability to create a fun and relaxed atmosphere while effectively connecting with customers.
- Gained expertise in writing custom orders, catering to individual customer preferences and specifications.
- Demonstrated exceptional customer service skills, building lasting relationships with clients and earning their trust and loyalty.
- Consistently met or exceeded sales targets, contributing to the overall success and profitability of Godwin's Furniture.

## CUSTODIAL TECH

### Saginaw Community Mental Health Authority - Saginaw, MI

08/2016 - 03/2017

- Demonstrated exceptional work ethic and a strong commitment to delivering high-quality results as a Custodial Technician at Shiawassee Community Mental Health Authority.
- Quickly learned the importance of taking pride in my work and maintaining a clean and safe environment.
- Collaborated effectively with a team to ensure the cleanliness and hygiene standards of various facilities.
- Successfully transitioned to taking sole responsibility for an entire building, showcasing my ability to work independently and manage tasks efficiently.
- Implemented learned techniques and best practices to ensure a consistently high standard of cleanliness.
- Communicated effectively with supervisors and team members to coordinate tasks and follow instructions accurately.

## VIDEO PRODUCTION ASSISTANT

### Northwood University - Midland, MI

09/2014 - 03/2017

- Collaborated closely with the head producer in a supportive role, assisting with various video and audio projects.
- Organized footage meticulously to prepare for the editing process, ensuring smooth and efficient post-production workflows.
- Occasionally edited and rough-cut footage, showcasing proficiency in video editing software and attention to detail.
- Actively participated in shoots, taking on multiple roles such as operating cameras, managing lighting as a gaffer, and handling audio equipment as a boom operator.
- Leveraged motion graphic skills in Adobe After Effects to create captivating and custom branded lower thirds, intros, outros, and other graphic elements during the post-production phase.
- Maintained a strong focus on adhering to project timelines and delivering high-quality results within set deadlines.

## ACHIEVEMENTS

2012

### EAGLE SCOUT RANK

Boy Scouts of America

2014

### FOUNDER - TIMBY MEDIA

Northwood University RSO

2014

### CO-CAPTAIN - JAGUAR / LAND ROVER

Northwood University Auto Show

2015

### 3RD IN THE NATION

BPA - NLC - Digital Media

2016

### CAPTAIN - NISSAN

Northwood University Auto Show

## SKILLS

### GRAPHIC DESIGN: 8+ YRS

- Photoshop - Expert
- InDesign - Expert
- Illustrator - Proficient

### VIDEO PRODUCTION: 8+ YRS

- Premier Pro - Expert
- Final Cut Pro - Proficient
- Character Animator - Intermediate

### AUDIO PRODUCTION: 8+ YRS

- Audition - Expert

### MOTION GRAPHICS: 8+ YRS

- After Effects - Expert

- Microsoft Office - Expert

### WEBSITE DESIGN: 8+ YRS

### APP DESIGN UI/UX: 4+ YRS

## EDUCATION

2008 - 2012

Owosso High School / Diploma

2014 - 2017

### ADVERTISING & MARKETING

Northwood University / 3 Years

Incomplete