



Chris Dorn

Director of Marketing & Salesforce

Reel & Full

Publication/Certifications List:

ChrisAwesome.org

Contact

+404-947-9545

chris@chrisawesome.org

11807 Plantation Pkwy
Fayetteville, GA 30215

[LinkedIn](#)

About Me

I am an experienced marketing director, video producer, a Certified Salesforce Administrator and a polymath. I have run companies, produced award-winning videos for organizations nationwide and managed marketing budgets from \$500 to \$500,000.

Skills

- Project Management
- Creativity (Adobe Certified)
- Technical Knowledge (Certified)
- Video Production
- Post-Production
- Photography
- Digital Marketing
- Critical decision-making
- Website management
- Public Speaking
- Adobe Creative Suite
- Social Media

Experience

Director of Marketing & Salesforce

Pro-Fi 20/20 Dental CPAs

2022 - Present

Lead all marketing strategy and creative execution for a national CPA firm. Manage a \$500K annual marketing budget and built a \$100K in-house video production studio, increasing production capacity 400% and reducing outsourced costs.

- Direct video production, photography, motion graphics, and web design across digital and print campaigns for a family of 5 brands.
- Serve as a certified Salesforce Sales Cloud Administrator and Pardot Specialist, optimizing data integrity, automation, and workflow efficiency.
- Oversee brand development, web design, and integrated marketing communications.
- Produced award-winning videos, including Tax Brackets & Basketball

Director of Video/Senior Analyst

Safe Havens International

2001 - Present

Founded and led an internationally recognized school safety consulting and media company. Managed 100+ video training projects for school districts and other government agencies.

- Directed projects from concept through delivery, leading crews up to 40 people.
- Created award-winning educational media used by FEMA and other national agencies.
- Served as keynote speaker and trainer on safety, communication, and preparedness topics.
- Served as a consultant on school district emergency plan development projects.

School Safety Specialist

High Desert Education Service District

2014- 2016

Coordinated emergency preparedness and safety planning for five school districts.

- Developed unified FEMA- and USDOE-compliant emergency plans.
- Designed standardized emergency maps and training materials.

Freelance Photographer/Videographer

An Awesome Company, LLC

2002- Present

I have performed extensive freelance photography, videography and general media production work over the past 20+ years. This includes a variety of projects and clients including Billboard.com, MarathonFoto and other large companies as well as non-profits, businesses and artists. This includes all aspects of pre-production, production, post-production and distribution of DVDs and streaming media.

Education

Georgia Institute of Technology May 2009

- *Bachelor of Science, International Affairs & Modern Languages - Sam Nunn School of International Affairs*
- *Certificate of Marketing - Scheller College of Business*

Recent Certifications

Certified Administrator Salesforce

Certified MCAE/Pardot Specialist Salesforce

Certified Video Design Professional Adobe

Certified Premiere Professional Adobe

Certified Photoshop Professional Adobe

