

Chris Dorn

Director of Marketing & Salesforce

Reel & Full Publication/Certifications List: ChrisAwesome.org

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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.

- Grew annual revenue from **$2.5m to $7m** in 4 years.
- 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.

Director of Video/Senior Analyst
Safe Havens International 2001 - Present

Co-founded and led an internationally recognized non-profit 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.
- 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

