

CHRISTOPHER GROSSER

“Opportunities don’t happen, you create them.”

Founded and launched profitable company at the age of 18 while simultaneously completing undergraduate education. Seeking a marketing position while adding value with my marketing and media knowledge.

EDUCATION

Bachelor of Science in Business, Major: Marketing

Dec 2011

University of South Florida, Tampa, FL

DISTINCTIONS & FEATURED WORK IN PUBLICATIONS

- Bilingual in English and German
- Huffington Post
- Entrepreneur Magazine
- USF Corporate Mentor Program
- duPont REGISTRY
- Inc. Magazine

WORK EXPERIENCE

Naples Luxury Imports (Aston Martin | Bentley | Jaguar | Land Rover | Maserati | Rolls-Royce), Naples, FL

Marketing & Online Inventory Manager – www.naplesluxuryimports.com

Oct 2012 – Present

- Accountable for management of \$30+ million in inventory for all six high-line brands
- Documented, listed and marketed 2,000+ automobiles on dealership website generating over 1,000,000 online views
- Exclusive project leader for company newsletter distributed to 18,000+ recipients monthly that generates a 23%+/- open rate; promoting industry news, car unveilings, dealership events and specials
- Pioneered all aspects of social media marketing; compiled and studied quantifiable data metrics to provide our clientele with engaging media via Facebook, LinkedIn, Instagram, YouTube and newsletter (25,000+ combined followers)
- Built positive brand equity by leveraging company involvement in public events, attending and financially supporting charities, networking functions, car shows and other local community programs
- Operated as dealership liaison by supporting all six high-line manufacturers in managing event coordination, promotions, marketing budgeting, website trouble shooting, CPO programs, test drives, product presentation etc.
- Forged beneficial business relationship with Derek Bell, Bentley Global Ambassador / Motorsports Hall of Fame and Naples Luxury Imports operating partner, by utilizing his celebrity status to promote our company by offering meet and greets, guest appearances and exclusive behind-the-scenes images and videos
- Certified Aston Martin Academy (DCS) graduate; also completed other corporate manufacturer training to enhance knowledge of sales processes and marketing techniques for the high-line automotive sector

Chris Grosser Photography, Naples, FL

Owner, Managing Director - www.chrisgrosserphotography.com

Oct 2006 - Present

- Successfully marketed to and received millions of online views in over 85 countries worldwide
- Photographed events of global importance for accredited newswire company that distributed my images to ESPN / Sports Illustrated / New York Times, etc.
- Utilizes social media campaigns, community involvement and professional networking functions to create company awareness and build positive brand equity

Bayview Public Relations, St. Petersburg, FL

Marketing & Social Media Intern – www.b2communications.com

Oct 2011 - Jan 2012

- Consulted and assisted in the implementation of various marketing and online media strategies
- Strategically researched market trends and compiled data used in assessing prospective clients and competitors
- Successfully and independently constructed media materials such as press releases and media advisories
- Accountable for providing media content used for company's social media pages

Raymond James Financial, St. Petersburg, FL

Sales & Marketing Apprentice to David B. Patchen, Regional Director – www.raymondjames.com

Dec 2010 - Dec 2011

- Accumulated over 75 apprenticeship hours at corporate headquarters and expanded knowledge by observing top management meetings, client coaching calls and sales and marketing presentations

University of South Florida, Tampa, FL

Freelance Photographer – www.usf.edu

Jul 2008 - Dec 2011

- Collaborated with the Dean of the College of Business to provide event coverage used in various print and online media for multiple university departments and student organizations
- Provided media content for the university Athletics website, which receives over 10 million views yearly

duPont REGISTRY, St. Petersburg, FL

Marketing & Social Media Intern – www.dupontregistry.com

Nov 2010 - June 2011

- Established strategic company partnership with one of the largest online automotive forums that generated over \$8,000 worth of free advertising value for duPont REGISTRY
- Facilitated in development of marketing and branding initiatives to over 8 million online viewers monthly
- Acted as a lead online liaison for company and client interaction
- Promoted media content via social media platforms to build positive brand equity and increase company exposure

- Strategically researched, compiled information, and assessed market for prospective clients and competitors

COMMUNITY INVOLVEMENT

Volunteered, Photographed & Sponsored the following charitable organizations:

- American Lung Association
- Autism Speaks
- Susan G. Komen
- St. Matthew's House
- Special Olympics
- St. Jude Children's Research Hospital