



Chris Dorn

Director of Marketing

Contact

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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 training videos for organizations nationwide and managed marketing budgets from \$500 to \$500,000.

Skills

- Management
- Creativity (Adobe Certified)
- Technical Knowledge (Certified)
- Video 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

2021 - Present

As Director of Marketing and Salesforce, I head up the marketing department and serve as both Salesforce Administrator and Video Producer. In addition to managing brand marketing initiatives, resourcing and KPIs, I handle day-to-day upkeep and maintenance of our Salesforce environment and manage our 30 users as well as outside partner relationships. As video producer, I am responsible for production of 250 videos annually as well as weekly podcast episodes for the Pro-Fi family of brands. This includes leading the production team and managing a \$500,000 marketing budget to achieve departmental goals. I also handle other aspects of creative efforts including serving as staff photographer, graphic designer, and copy editor.

Director of Video/Senior Analyst

Safe Havens International

2001 - 2024

As Senior Analyst, I performed school safety, security, climate, culture and emergency preparedness assessments, emergency preparedness planning, training (live, web and video), plan development, consulting and evaluation. As Executive Producer for the Safe Havens Video department, I produced over 100 segments for DVD, web and broadcast delivery and won several awards for this work. I managed productions ranging from a single crew member up to a 40-person set with actors and support crew. This includes extensive experience in performing and supervising all roles from pre-production scouting and permitting to equipment rental, production, post-production, and distribution.

School Safety Specialist

High Desert Education Service District

2014- 2016

Located in Redmond, Oregon, duties in this role included performing school safety assessments, emergency planning, training development, and integration of planning and response between 5 different school districts.

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

Certifications

Certified Administrator Salesforce

Certified MCAE Specialist Salesforce

Certified Photoshop Professional Adobe

