

Chris Randolph

804.306.2587 • chris.b.randolph@gmail.com •

Website: www.ChrisRandolph.me

District Manager

12-year record of achievement consistently increasing revenues, market share, and favorably impacting profitability.

Solid history in achieving and maintaining growth targets through implementation of short and long-term growth strategies to expand financial positions, improve business processes, and strengthen customer relationships. Hands-on experience in strategic business planning, relationship building, operations, sales optimization, market growth, and team training. Excel at aligning core business, revenue, and growth goals to enhance ROI. Dynamic and proactive approach in successful organizational development initiatives that delivered consistent and sustainable operating, revenue, profit, and quality improvements.

Core Competencies:

- Strategic Alliances & Partnerships
- Market Expansion
- B2B Sales / Marketing
- Revenue and Profit Growth
- New Business Development
- Account Development & Growth
- Brand Positioning
- Campaign Planning & Execution

Professional Experience

Shockoe Whiskey & Wine – Richmond, VA

Owner, 2015 - 2016

Founded and developed a restaurant, leading the strategic business development, operations, marketing, sales, and customer service while ensuring standards of quality and service. **Successfully grew start-up organization from concept through market research, forecasting, budgeting, staff management, and all other administrative processes.**

LakeviewDigital.com – Richmond, VA

Owner, 2014 – 2018

Contributed to the achievement of company's growth and financial targets by executing marketing campaigns for restaurants, non-profit organizations, production companies, and home remodeling firms that will deliver sales and profit goals. Developed new partnerships and channels in line with company strategy and business plan, to market with established industry leaders in order to increase sales. Supported channel partners in promotional activities to maximize their effectiveness in marketing and evaluate the efficacy of campaigns. **Served as Project Manager for Neighbor Hood Housing Services of Richmond, establishing partnerships and raising funds to aid the housing of disabled veterans.**

Notable Contributions:

- Designed and implemented social media campaign strategies and content, producing 4,000 organic Facebook followers within six months.
- Established and cultivated relationships with industry groups and major US brands, expanding product's reach and boosting revenue by 125%.
- Improved top-funnel focus resulting in an increased close rate of 9%.
- Developed and executed plans and strategies to drive eyeballs to Neighborhood Housing Services of Richmond's Casino Royal event, raising awareness for the non-profit organization.
- Redeveloped website for Shockoe Ventures resulting in increased visibility and streamlined reservation process.

GE Security & FrontPointSecurity.com – Tysons, VA

Business Development Manager, 2010 – 2014

Drove business opportunities for the company by identifying and qualifying target markets, leading customer contact, competitive intelligence, and win strategies. Maximized channel through demand creation and targeted channel strategies to increase market share. **Brainstormed with sales and marketing team to create and build new loyal channel opportunities.**

Continued...

Christopher Randolph

Page Two

Notable Contributions:

- Generated over \$5M in revenue and over 1,000 client acquisitions.
- Accelerated revenue and profit growth with 79% increase in the company's total revenue through the development and implementation of sales strategies.
- Served as major contributor in providing growth opportunities for the company by establishing a key partnership with the largest real estate provider located in the North East Market.

Wells Fargo Merchant Services – Hagerstown, MD

Sales Coordinator, 2009 – 2010

Sourced new external merchant sales opportunities to conduct B2B sales of virtual and physical point-of-sale devices. **Maintained marketing tools, developed proposals, and delivered formal presentations to prospective clients.** Assisted Account Executives with pipeline management by conducting cold calling or email campaigns with the goal of setting meetings with decision makers.

Notable Contributions:

- Ranked as Top 3 performer in the company for overall sales and close rates on a monthly and quarterly basis.
- Maximized top performer consistency and increased low performer output through the implementation of best practices with a data driven approach.

Prior experience

Commercial Leasing Agent & Fleet Management (2006 – 2009) for Penske Trucking – Fredericksburg, VA

Community Leadership

NAACP – Hanover County, VA

President, 2015

Christopher, can you briefly describe your responsibilities?

Education & Certifications

Bachelor of Science, Business Administration & Management (2007)

Virginia Commonwealth University – Richmond, VA

Business Process Management Certification (2015)

Villanova University – Villanova, PA

Project Management Professional Bootcamp (2017)

Project Management Institute

Technical Proficiencies

MS Office, Google Suite, Adobe InDesign, Adobe Photoshop