



CHRIS SPRING

Drake University Alumni



515-864-6036



Christopherspring217@gmail.com



Urbandale, Iowa



www.Chancespring.com

► EDUCATION

Master of Arts in
Communication
Drake University, 2025

Bachelor of Arts in
Journalism and Mass
Communication
Drake University, 2023

► TECHNICAL SKILLS

- Klaviyo
- Google Analytics
- Email & SMS marketing
- Salesforce website editor
- Adobe Creative Cloud, specifically fluent in Photoshop, Lightroom InDesign and Premiere Pro
- Basic understanding of HTML/CSS

► PERSONAL SKILLS

- Attention to detail
- Ability to meet multiple deadlines
- Outstanding communication and interpersonal skills
- Strong writing, editing and video skills

► PROFILE

My name is Christopher Spring, and I am a self-motivated, creative individual with a passion for learning. Through my professional experience and education, I have developed a passion for storytelling through video, writing, marketing, and other forms of digital communication. This passion drove me to continue my education with a Master of Arts in Communication, focusing on brand communication. I am fascinated by how individuals interact with a brand.

► RELEVANT WORK EXPERIENCE

Communications Specialist

Homemakers Furniture | January 2023 – January 2025

In this role, I spearheaded promotional and transactional email and SMS campaigns, driving significant improvements in audience engagement and list size. Initially, I managed the entire campaign lifecycle, from planning and drafting to execution. Following the addition of a graphic designer, I transitioned to a strategic leadership role, focusing on campaign planning, content delegation, and performance analysis. This shift enabled me to leverage data-driven insights to optimize campaign effectiveness. Notably, I implemented and refined automated email and SMS communications, including browse, cart, and checkout abandonment sequences, through rigorous A/B testing of content hierarchy and copy variations, resulting in increased revenue and engagement.

- Plan promotional email and SMS communications weekly.
- Responsible for sending up to four email and two SMS campaigns weekly.
- Monitor email and SMS growth and retention.
- Segment audience to align with interests and purchase history.
- Managed an email list size of approximately 200,000 and an SMS list of around 30,000.
- A/B test automated email and promotional campaigns.
- A/B testing consisting of different variants of copy and placements of content within the email templates.
- Analyze open rate, click rate, revenue, and A/B test results to drive future campaigns.
- Report on content performance and relevant analytics regularly.
- Create email templates using InDesign and Klaviyo.
- Test content across devices to ensure optimization and accuracy.



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► TECHNICAL SKILLS

- Video
Photojournalism
- Live footage
- Adobe Premiere Pro
and Adobe Creative
Cloud
- News programs:
ENPS, Daybook,
Bitcentral, and Fox
Media Cloud
- Comfortable using
professional video
equipment

► PERSONAL SKILLS

- Attention to detail
- Ability to meet
multiple deadlines
- Outstanding
communication and
interpersonal skills
- Strong writing,
editing and video
skills

► RELEVANT WORK EXPERIENCE

Photographer/Editor

WHO 13 News | December 2023 – Present

As a Photographer/Editor for the station's local news broadcasts, I capture and edit breaking news and event coverage using Sony professional camera equipment. I am responsible for ensuring comprehensive and accurate storytelling through the acquisition of compelling VO and insightful on-location SOTs, delivering high-quality content to producers and viewers. Utilizing Adobe Premiere Pro, I efficiently edit captured footage under tight deadlines to meet broadcast schedules. This role has significantly enhanced my videography skills through hands-on experience and exposure to industry professionals, enabling me to effectively convey narratives visually.

- Film and edit breaking news and events for the station's broadcast news shows.
- Edit footage promptly using Adobe Premiere Pro.
- Coordinate assignments with the Assignment Coordinator and Producers.
- Collaborate with Producers regularly to ensure the entire story is conveyed to the audience using video, still pictures, and natural sound.
- File and organize footage utilizing Bitcentral.
- Cover multiple stories promptly without the quality of content suffering.
- Conduct live shots as needed for breaking news and weather conditions using Dejero equipment.
- Ensure there are enough VO and SOTs to convey the details within the story accurately.
- Strive for a level of excellence and match the station's vision.

Floor Manager

Homemakers Furniture | February 2021 – January 2023

Responsible for approving special orders in the Upholstery department. Coordinate breaks among employees. Train new hires in the upholstery department. Training consisted of product knowledge and special-order processes. Point of contact for employee questions. Help write orders on the sales floor as needed.