

# J. Christiaan Collins

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*Over the course of 20 years in public affairs, and the last eight in business development and marketing, I have used persuasive communications skills – writing and speaking – to tell my company's or client's good story well. In the process, I have developed expertise in several skillsets:*

- Business Storytelling
- External & Internal Communications
- Marketing
- Business Development
- Problem Solving
- Relationship Building
- Digital Advertising
- Press Releases
- Web Content
- Social Media Marketing
- Editing
- Crisis Communications

## EXPERIENCE

### *Principal*

**2011 - Present**

**jccUSA Communications**, my own communications firm focusing on content marketing, social media advertising, public relations, and business development. Over the past eight years, I have helped a range of clients, including two start-ups, by leveraging opportunities within the evolving media landscape to tell engaging stories, expand brand awareness, and increase leads.

- **Parentgiving, Inc.** hired me to oversee communications and social media marketing strategy for a new product launch.
  - Researched and hired newswire service and negotiated pricing and press release service options, resulting in 10% savings for client.
  - Authored three press releases in support of launch, resulting in 131 media pickups, 277 release views and hits, 146 media views and 1400 AP and influencer list recipients, and 51 click-throughs and 14 social shares.
  - Developed social media marketing plan, including Twitter and Facebook, which supplemented releases, increased company and product and brand awareness, and increased traffic to website 27%.
  - Reviewed and edited website copy for product page on company website and reduced word count by 25%.
- **Dynaxys, LLC** hired me to market two mobile applications, iKnow Bird Songs and Know Your Crew, and develop partnerships with prospective new clients.
  - Managed an SEO audit of iKnowbirdsongs.com and optimized website, resulting in a 35% traffic increase.
  - Conducted market analysis, created buyer personas, and wrote social media marketing and digital advertising plans resulting in 50% increase in follower count.
  - Authored AdWords and Facebook advertising campaigns, managed ad spend, and designed landing pages, resulting in 245% increase in app downloads and 210% revenue increase.
  - Conducted competitive social media marketing analysis, which I then used to develop digital advertising plans for KYC's consumer and enterprise versions, resulting in 15% increase in app downloads.
  - Created parallel AdWords campaigns by selecting keywords, writing ad copy, and implementing conversion tracking through AdWords and Google Analytics. Through analysis, A/B testing, and revision, each campaign yielded strong engagement (1.58% average click-through rate and 760 clicks per month) and 485 average monthly app downloads.
  - Identified and successfully penetrated three new local government markets by researching clients' IT needs and forecasts and marketing our core capabilities to IT buyers and contracting officers.
  - Developed \$12 million of new business potential through multiple Requests for Proposals and a partnership with another local IT company.
- **Begin Yoga USA and Yoga Light** hired me to create and manage their Facebook pages to increase leads.
  - Created content calendars and posted regular content that educated, assisted, and entertained followers and increased followers by 15% and 30%, respectively.
  - Crafted boosted posts and targeted ads to increase leads 300%, resulting in quadrupling of clients over 12-month period.

- **DiaXsys Inc.** was a telehealth startup. I was hired to run sales and marketing operations.
  - Marketed signature mobile application through product demonstrations and trained seven clients and their teams to drive 312% revenue growth over an 11-month period.
  - Negotiated and won service agreements with three new clients helping us establish a presence in the Mid-Atlantic, Southwest, and Florida.
  - Created marketing materials for over three dozen prospective clients
  - Revamped computer tablet inventory management system establishing order and accountability and managed storage and equipment refresh cycles.

**Associate - Project Manager, Department of Homeland Security**

**2009 - 2011**

**Booz Allen Hamilton**, Washington, D.C., I was hired to provide legislative and regulatory expertise.

- Established team of four contractors and created a multi-agency working group dedicated to coordinating DHS policies and requirements relating to the migration of broadband technologies for emergency responders.
- Planned and executed monthly inter-agency meetings, led weekly client briefings, and delegated tasks.
- Implemented task management procedures such as task planning, brainstorming, and personnel assignment, that increased efficiency, improved clients' satisfaction, and reduced error rates by 24%.

**Director - Federal Government Relations**

**2006 - 2008**

**Verizon Communications**, After Verizon acquired MCI, I was asked to improve the company's grassroots communications operations and manage lobbying efforts for 49 Capitol Hill offices.

- Created new Congressional Site Visit Program, resulting in 28 visits to Verizon facilities over a 3-year period.
- Authored the "Elected Officials Site Visit Handbook," a how-to manual for the Federal and State Government Affairs teams
- Engaged U.S. Representatives, Senators, and their staff on legislation affecting Verizon's interests, including a 78% success rate on a priority network management bill.

**Manager - Government Relations,**

**1999 – 2006**

**Senior Manager - Government Relations**

**MCI**, Washington, D.C. I was hired to be part of the grassroots communications team. After three years, I was promoted to lead the team and also manage lobbying efforts for 60 Capitol Hill offices.

- Executed a major grassroots communications plan involving senior level executives while the company was in jeopardy of losing critical government contracts, resulting in preservation of company's ability to contract with the federal government.
- Managed 3-person political grassroots operations team, including program development and employee recruitment, internal corporate communications, and facility site visits with elected officials, resulting in 45% program expansion.
- Led 32 Congressional site visits during tenure.

**EDUCATION**

**Professional Certificate, Digital Marketing, Georgetown University Center for Continuing and Professional Education**, Washington, D.C.

**B.A., Political Science, American University, Washington, D.C**

**VOLUNTEER EXPERIENCE**

Knights of Columbus, St. Patrick Parish, Malvern, PA