

I'm Christopher George Axmann.

Digital Media Strategist

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Summary

By constantly adapting to new technologies and evolving circumstances, I deliver results even in complex and multifaceted roles. I've held positions as a director of digital media at an advertising agency on Madison Ave, as the lead strategist behind MTA/MMM analytics for the Lexus brand, and even as the founder of a multi-media company reaching tens of millions of listeners each month. Through each of these diverse professional experiences, I've sharpened my passions for both the art, and the science, of reaching the right audience, with the right message, at the right time.

Experience

Digital Media Strategist

CHRISTOPHER.MEDIA - DALLAS, TX - NOVEMBER 2019 TO PRESENT

As a freelance consultant, my scope of work can vary from creative, to diagnostic, to strategic, and everywhere in between. I help brands effectively leverage digital platforms and martech innovations to achieve marketing goals. In 2023, I developed a campaign analytics strategy in consultation with a mixed team from Lexus and Point B. I was responsible for planning the integration of Neustar's media mix modeling solutions to measure the incremental impact of Lexus' national marketing campaigns. In 2023, I also consulted with Rapp and Omnicom on customer retention strategy for PNC. In 2022, I consulted with Meta on advertiser retention after an update to iOS data policy disputed custom audiences, event tracking and audience targeting for brands advertising on Facebook and Meta's other platforms. I worked with a team from Genpact to develop strategies using Conversions API to optimize ad targeting and decrease cost per result metrics for businesses advertising on Meta platforms. My team used machine learning to help businesses lay alternate data foundations built on A/B, conversion lift, brand lift, and other tests.

Director of Digital Content

ADLARGE MEDIA - MANHATTAN, NYC - JUNE 2018 TO NOVEMBER 2019

AdLarge Media acquired Almighty Media LLC to combine the firm's expertise as a prominent Madison Avenue advertising agency, with Almighty Media's explosive growth, innovative digital content strategy, and data analytics expertise. Together, we successfully launched the agency's transformation from legacy radio broadcasting giant, to industry-leading digital audio powerhouse.

On the creative side, my team and I wrote and produced engaging ad campaigns to monetize podcasters' content through audience-relevant brand partnerships. On the client side, I collaborated with teams from brands like Gillette, Geico, Postmates, and Casper to implement those campaigns with dynamically inserted audio messages that targeted audiences through robust demographic, psychographic, and behavioral segmentation and analysis. As the director of digital media, I managed the development of a dynamic ad insertion system based on listener data collected through a proprietary cross-platform listener ID system that my team developed in concert with Spotify's Megaphone.fm. I also personally redesigned and modernized the agency's online visual brand identity.

By fostering collaboration and aligning interdepartmental goals, my team achieved remarkable results and fully realized our shared vision of a modern, full-service, digital-centric agency. When my company was acquired, AdLarge Media's annual revenue from podcast advertising was less than \$400,000. After one year, annual revenue from podcasting exceeded \$3,800,000 at the agency. After two years, projected annual revenue from podcasting reached \$7,200,000 - approximately 18 times greater than before the acquisition took place.

Co-Founder & CEO

ALMIGHTY MEDIA LLC - AUSTIN, TX - AUGUST 2017 TO NOVEMBER 2019

I formed Almighty Media LLC after bringing in outside investors to Almighty Baller LLC and expanding into history podcasts, true-crime podcasts, and 24-hour NBA talk radio via the Almighty Baller Radio station on Dash Radio. At its peak, the company represented 90 podcasts with 31 million aggregated monthly downloads across 3 branded podcast networks: the murder.ly True Crime Podcast Network, the Recorded History podcast network, and the Almighty Baller NBA Podcast Network. Almighty Media produced several award-winning podcasts, including:

- Crime Junkie, described by Rolling Stone Magazine as “the best True Crime Podcast of 2018”, and described by the New York Times as “a new podcast aimed at heating up the “coldest of cases.””
- Swindled, nominated for the Best True Crime Podcast at the 2018 iHeart Media Podcast Awards, and winner of Discover Pods Best Overall Podcast of 2018.
- The World War II History Podcast with Ray Harris, about which Oprah Magazine claimed “if you’re a World War II buff, you won’t find a more in-depth look.”
- The Through the Wire Podcast, described as “groundbreaking” by Drew Miller of Bleacher Report, and hosted by Kenny Beecham, who Front Office Sports described as “somebody we’ve seen take off and become a next-level star.”

Almighty Media pioneered the monetization of podcasts through the use of programmatic MP3 ad insertion and listener segmentation using behavioral and demographic data. In addition to monetization, the company provided branding and graphic design, automated audio mastering and production, RSS feed hosting and distribution, and custom designed websites with branded assets. Almighty Media also helped podcasts reach new audiences by coordinating marketing online through Twitter, Reddit, Facebook, and Instagram, and offline through hosted events and creator collaborations.

Founder & Executive Producer

ALMIGHTY BALLER LLC - AUSTIN, TX - AUGUST 2015 TO NOVEMBER 2019

The blog I started at almightyballer.com organically evolved into a digital media company through relationships I developed as an NBA analyst and podcaster. I hosted an Apple Podcast award-winning show called “Deep Positioning: NBA Strategy and Analytics with Chris Axmann” that was ranked #21 in the sports category on Apple Podcasts in 2016. Content produced by the Almighty Baller Podcast Network contributed to a wave of consumer interest in sports data analytics, using tools like NBA Advanced Statistics and Second Spectrum. A 2017 profile written by Kurt Hansen in Rain Magazine noted that “Almighty Baller breaks away from the ordinary with compelling content, blending its authority on all things NBA with an accessibility you don’t often find in sports programming.”

The Almighty Baller Podcast Network produced shows that covered all 30 NBA teams. Multiple hosts on the network launched successful careers in sports data analytics, later working for NBA front offices like those of the Milwaukee Bucks and the Los Angeles Lakers. With a network of 40+ podcasts that averaged 7 million monthly downloads in 2017, the network was the second largest basketball podcast publisher at the time. In 2019, Almightyballer.com was rebranded into Lineups.com, a sports betting data science company, when it was acquired along with parent company Almighty Media LLC.

Education

Plan II Honors Liberal Arts - Bachelor’s Degree

THE UNIVERSITY OF TEXAS AT AUSTIN - AUGUST 2012 - AUGUST 2015

Established in 1935, Plan II is an interdisciplinary honors curriculum leading to the Bachelor of Arts degree. Admission to Plan II is separate from admission to UT Austin and differs from most honors programs, both in that its core curriculum is a major, and in that Plan II students have access to all honors-level courses taught at the university. When my podcast company raised outside funding, I left the program prior to my fourth and final year.

Highschool Diploma

DALLAS JESUIT COLLEGE PREPARATORY SCHOOL - AUGUST 2008 - AUGUST 2012

I graduated Cum Laude and received a perfect 2400 SAT score.

Certifications

FOR A COMPLETE LIST OF MY 60+ PROFESSIONAL CERTIFICATIONS, VISIT WWW.CHRISTOPHER.MEDIA/CERTIFICATIONS

- Meta Marketing Analytics Professional Certification
- Tableau Data Visualization Certification, University of California, Davis
- Google Data Analytics Certification
- Google Ads Search Certification
- Google Analytics 4 Certification
- Google AI-Powered Performance Ads Certification
- Meta Certified Creative Strategy Professional
- Google Ads Measurement Certification
- Meta Certified Media Buying Professional Certification
- Meta Social Media Marketing Professional Certification
- Google Digital Marketing & E-Commerce Professional Certification
- Google Project Management Professional Certification
- Hubspot Inbound Marketing Certification
- Research Proposal: Initiating Research, University of California, Davis
- Data Analysis with R Programming, Google
- Design Principles for Tableau
- Meta Marketing Science Certification
- Viral Marketing and How to Craft Contagious Content, University of Pennsylvania
- Hubspot Growth-Driven Design Certification
- Artificial Intelligence on Microsoft Azure

Skills

Digital Media Strategy	Data Visualization	Online Advertising
Media Strategy	UI / UX Design	Google Analytics 4
Marketing Strategy	Conversion Optimization	Marketing Presentations
PPC Strategy	Media Analytics	Communication
Web Design	Content Management	Team leadership
Data Modeling	Graphic Design	Time management
Wordpress	Content Management	Writing
Social Media Strategy	Podcast Production	Media Buying
Microsoft Excel	Content Strategy	Data Analysis
Journey Mapping	Content Creation	Performance Marketing
Multi-Touch Attribution	Creative Direction	Campaign Management
Media Planning	Microsoft Powerpoint	A/B Testing
Audience Segmentation	Keyword Research	Attribution Modeling
Tableau	Google Ads Manager	CX Strategy
Project Management	Meta Ads Manager	Campaign Orchestration
Adobe Photoshop	Digital Marketing Analytics	
Data Analysis	Paid Social Media Marketing	
Brand Strategy	E-Commerce Marketing	