

# Christopher George Axmann

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## Summary

Marketing at the intersection of data analytics, design, & digital, my passion is using creative digital media to reach the right audience, with the right message, at the right time.

## Experience

### **Director of Digital Marketing**

**MILLER AD AGENCY - DALLAS, TX - 2024 - PRESENT**

I direct and implement multi-channel digital marketing strategies for 50+ Miller Ad Agency clients. From targeted OTT/CTV campaigns to social and search campaigns, I direct creative digital marketing solutions that drive performance. I directed a strategic refresh across Simpli.fi, Facebook, Instagram, Google, and Tik Tok that resulted in an over 50% reduction in lead acquisition cost for NFL Fit gyms, including Dallas Cowboys Fit Gyms. I also led the initiatives for performant Google and Tik Tok VLA (Vehicle Listing Ads) for multiple clients that drive new vehicle purchases. Through the first 3 quarters of 2025, agency profit in the digital department rose by 47%.

### **Digital Media Strategy Consultant**

**CHRISTOPHER.MEDIA - PLANO, TX - 2019 - 2024**

As a consultant, I helped businesses leverage digital platforms to achieve marketing goals. I worked with diverse industries fulfilling a variety of digital marketing needs, including paid media, web design, data analysis, and more. In 2024, I spearheaded customer journey mapping initiatives for PNC Bank as a consultant with Rapp/Omincom, conducting analysis to identify key behavioral trends and creating actionable insights that informed multi-channel marketing strategies. In 2023, I consulted on a campaign analytics strategy through media mix modeling at Lexus.

### **Director of Digital Media**

**ADLARGE MEDIA - MANHATTAN, NY - 2018 - 2019**

After AdLarge Media acquired my company, I managed the development of a dynamic ad insertion system through Spotify and Megaphone.fm. 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.

### **Founder & CEO**

**ALMIGHTY MEDIA LLC - AUSTIN, TX - 2015 - 2019**

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. I formed Almighty Media LLC after bringing in outside investors to Almighty Baller LLC. The company represented 90 podcasts with 31 million aggregated monthly downloads across 3 branded podcast networks.

## Education

### **Plan II Honors Liberal Arts - Bachelor's Degree**

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

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 - 2008 - 2012**

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

## Awards

### **32 Under 32 Award - 2025**

**AMERICAN ADVERTISING FEDERATION - AAFDALLAS.ORG/32-UNDER-32/**

The 32 Under 32 award honors the top 32 advertising professionals under the age of 32 in the DFW area as nominated and voted by their peers.

## Certifications & Skills

FOR A LIST OF MY 60+

PROFESSIONAL CERTIFICATIONS,  
VISIT [WWW.CHRISTOPHER.MEDIA/  
CERTIFICATIONS](http://WWW.CHRISTOPHER.MEDIA/CERTIFICATIONS)

- Meta Marketing Analytics Professional Certification
- Google Data Analytics Certification
- Google Ads Search Certification
- Google Analytics 4 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
- Tableau Data Visualization Certification
- Keyword Research, SEMRush
- Meta Marketing Science Certification
- Multichannel Campaign Orchestration
- Digital Media Strategy
- Paid Media Strategy
- Content Strategy
- Microsoft Office (Excel, Word, Powerpoint)
- Customer Journey Mapping
- Data Analysis
- CX Strategy
- Data Visualization
- Social Media Strategy and Campaign Management
- Web Design
- Wordpress
- Digital Marketing Analytics
- Digital Advertising
- Marketing Presentations
- Brand Strategy
- Attribution Modeling
- Online Advertising
- Performance Marketing
- Multi-Channel Digital Ad Campaign Management
- A/B Testing
- Tik Tok Ads Management
- Digital Conversion Measurement Strategy and Implementation
- Conversion Rate Optimization
- Media Buying
- OTT/CTV Buying
- [simpli.fi](http://simpli.fi) DSP management
- Disney Campaign Manager