

Chris Danforth, M.B.A.

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## Professional Experience

### Team SI

Senior Account Executive

Little Rock, AR  
(2019)

Account Executive

- Collaborated with and led multiple teams to deliver and manage holistic marketing campaigns.
- Grew client receivables by 35% in year-over-year billing.
- Led EQ division during project management software transition.

### McFarland Eye Care

Manager

Bryant, AR  
(2017-2018)

- Researched and developed educational and advertising strategies to specifically reach underserved populations in Central Arkansas, including free screenings and referring provider education.
- Managed day to day clinic operations.
- Developed, implemented, and managed web presence, as well as traditional and digital advertising campaigns that led to year-over-year organizational growth.

### Restoration Eye Care

Marketing, Customer Service and Technology Manager

Columbia, MO  
(2014-2017)

Marketing Coordinator, Patient Service Representative

(2013-2014)

- Researched and developed an ACA transition plan to navigate new practice requirements and serve new populations with access to care.
- Developed and implemented successful revenue diversification strategy, including to-market implementations.
- Managed various IT, communications, and facility apportioning projects throughout the development and construction of the practice's state-of-the-art clinic and ambulatory surgery center.
- Researched, purchased, implemented and administered multiple Practice Management Systems and Electronic Medical Record Systems.

### Columbia Business Times

Contributing Writer

Columbia, MO  
(2015-2016)

- Researched and wrote articles exploring local organizations and governmental policies.

### Liberty National Life Insurance

Sales Agent

Little Rock, AR  
(2012-2013)

- Developed B2B and B2C insurance sales pipelines.

### Starbucks Coffee Co.

Shift Supervisor

Little Rock, AR  
(2006-2012)

- Managed closing shifts, new partner onboarding and continued training.

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## Education

MBA - University of Arkansas at Little Rock

(2015-2017)

- Business Administration

BA - University of Arkansas at Little Rock

(2008-2011)

- Marketing

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## Personal Interests

Playing soccer, playing music, travelling and exploring new cultures and experiences.