

Timothy Christiansen

Digital Marketing Strategist, AI Tools Integrator, Lean Startup Entrepreneur

timmychristiansen@gmail.com | (801) 809-3930 | <https://www.linkedin.com/in/timothy-christiansen/>

Summary

Tim is a creative marketing leader with a gift for turning ideas into measurable results. Known for his strategic thinking and people-first approach, he has built brands, led campaigns, and helped generate millions in revenue across digital platforms.

Core Competencies

Strategic Business Planning & Execution • Full-Funnel Marketing Strategy & Execution • AI-Enhanced Campaign Design
Leading & Building Teams • Web Development & UX Optimization • Client Communication & Stakeholder Alignment

Experience

2022-2025

AdventureYeti Marketing, LLC

CEDAR CITY, UT

CEO & CMO

Scaled a \$100 personal investment into a six-figure annual revenue business by building and leading a full-service marketing agency

- Led marketing strategy and execution across 20+ projects, including national book launches, nonprofits, and local businesses
- Assembled and structured a curriculum that contributed to \$7.5M in revenue for the client by aligning course content with audience needs and scalable delivery
- Created and maintained 12 targeted email funnels across multiple brands, achieving an average open rate of 40% through strategic segmentation and value-driven content
- Leveraged cutting-edge AI tools to enhance client performance, streamline workflows, and deliver results.
- Built and led a team of marketers, overseeing day-to-day operations, project execution, and client communication to ensure consistent delivery and team growth

2020-2022

JX Strategy, LLC

PROVO, UT

Marketing Manager

Led SEO efforts that ranked the Oakland Temple Visitors' Center among the Top 5 Things to Do in California on TripAdvisor

- Built and maintained high-traffic nonprofit websites with integrated SEO, supporting over 10,000 concurrent users during peak events
- Developed and sent weekly email newsletters with open rates exceeding 60%, driving consistent local engagement
- Supported multilingual ad campaigns on platforms like WeChat to promote free community classes and events

2014-2016

EVEN IF YOUR TOES TURNED PURPLE, LLC

SPANISH FORK, UT

Founder & Owner

Co-authored an Amazon #1 bestselling parenting book, offering a dual teen-parent perspective to improve family relationships

- Developed and launched the Teen Parent Challenge course, reaching over 5,000+ participants and supporting stronger teen-parent bonds
- Presented nationally to cohorts of up to 200 attendees, sharing tools and strategies to help families connect through shared values
- Featured in Forbes, highlighting the book's unique approach and early success in the parenting and personal development space

Education

2020-2024

SOUTHERN UTAH UNIVERSITY

CEDAR CITY, UT

Bachelor of Science in Marketing – Outstanding Student in Entrepreneurship Award, Entrepreneurship Club Founder, Summa Cum Laude, Student Representative on the Business Council

Community

Full-time service and religious volunteer in Argentina (2018-2020). SUU Business Mentor, coaching rising entrepreneurs on business building strategies using lean startup principles.

Personal

Enthusiast of mountain climbing, cross country running, playing the banjo, card collecting, reading Brandon Sanderson, and promoting entrepreneurship in developing nations.

View my portfolio at timothychristiansen.com or scan the QR code for more information.

