

Christopher Beagle

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EDUCATION

Texas A&M University, Mays Business School
Master of Real Estate

College Station
December 2024

Southern Adventist University
B.B.A. Management
Master of Financial Management

Collegedale, TN
May 2010
August 2013

EXPERIENCE

GreyHaven Condos LLC
Managing Director

Austin, TX
June 2022 – Present

- Launched short-term rental company focused in vacation markets in Southeast US, including purchase of an established condo property management company in Destin, FL with 20 units under management
- Assembled management team including director of operations, cleaners, local property managers, accounting, etc.
- Built business from \$0 to more than \$1.5 million Gross Revenue & \$5 million AUM in first year with +20% growth projected in next year

The Sasha Group, A VaynerX Company
Senior Account Executive

Chattanooga, TN
June 2021 – June 2022

- Assumed 100% of all client communications and operated as a communication conduit between internal and external teams, improving to a 10% on-time delivery of all projects
- Reduced customer complaints by +45% through enhancing communication channels and project tracking
- Constructed and advanced more than five new brands from idea to multi-million dollar enterprises

McKee Foods Corporation
Marketing Finance & Analytics Manager

Chattanooga, TN
July 2017 – Jan 2021

- Promoted to this role as a result of strong communication skills and effective leadership of multiple teams
- Built and marketed new product launch scorecards, improving 2-year survival rates by more than 50%
- Developed store level measurement to support c-store campaigns, enhancing attribution accuracy by more than 30%
- Identified product needs for the brand based on expanding categories and flavor profiles; launched products capturing \$40M in new YoY revenue and skyrocketing market share +5% in small markets
- Guided the growth strategy at both product and brand level for +50% and + 10% growth, respectively
- Led development and use of marketing mix model, boosting attributed campaign revenue +15%

Product Manager

December 2016 – July 2017

- Promoted to this role as a result of effective cross-functional team leading and research outcomes
- Directed three product relaunches from formula to in-market, exceeding targets by +50% and setting internal records
- Oversaw products with +\$700 million in annual revenue, including packaging, trade spend, and retailer authorizations

Consumer Insights Project Manager

July 2015 – December 2016

- Led a consumer segmentation study on a multibillion-dollar brand, developed full consumer personas, spearheaded internal awareness campaign, and drove integration across all Marketing efforts, improving market penetration +5%
- Established Ecommerce department and initial marketing campaign, becoming top of category on Amazon in 2 weeks
- Created new research methodology to map consumer perceptions across shelf life for +\$500 million portfolio

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Advanced Excel, Tableau, Nielsen AOD

Certifications & Training: Any extra courses or programs relevant to your career pursuits

Activities: Volunteering for Handspun Hope, a nonprofit based in New Braunfels employing genocide survivors and at-risk women in Musanze, Rwanda

Interests: reading fantasy & sci-fi; international travel