

Chikodi Chima

Director of Marketing and Communications

Strategic, nimble and experienced communications professional impacting media and marketing initiatives for scalable growth and market supremacy.

EXPERIENCE

Founder and Director of Growth Marketing

Moonshot Nov 2010 - Present

- Propelled dozens of frontier technology startups from pre-launch stage to market supremacy through targeted, tactical and innovative media relations campaigns, and content initiatives that captivate and engage investors, partners, customers and the public at large.
- Secured regular earned media mentions in top business and technology industry press, such as TechCrunch, VentureBeat, Recode, Bloomberg BusinessWeek, MarketWatch, Reuters, CNBC. Moonshot clients have raised more than \$400 million in venture capital.
- Ignited conversation, curiosity and sales conversions through savvy guerilla marketing exercises, while diligently managing promotional budgets and vendor partners.
- Spearheaded systematic, efficient and high-performing multi-channel content initiatives that highlight client expertise and value proposition across social, email, and newsletter channels, that consistently drive growth up and to the right.
- Mentored, coached and advocated for more than 100 early stage startup participants in programs including Alchemist, StartX, Women's Startup Lab, and 500 Startups.

Senior Marketing and Communications Manager

Dispatch Labs Feb 2018 - Aug 2018

- Established company and executive team as industry thought leaders, while managing multiple PR vendors responsible for deployment and evolution of Dispatch story and product vision, resulting in increased coverage and awareness in Top Tier business and technology publications, including Forbes, TheNextWeb, Business Insider, and Inc.
- Achieved sustained awareness among investors, developers and community influencers, through the formation and implementation of comprehensive communications programs, VIP events and social media efforts with deep listening and responsive public relations.
- Elevated and enhanced executive profiles through of cross-team processes and workflows to align marketing objectives with ongoing PR activities, leading to inbound speaking opportunities and requests for contributed articles.
- Pioneered in-house content team within the marketing organization, recruiting, hiring and managing four contract writers responsible for blog posts, executive by-line articles, marketing collateral, and ad-hoc projects.

Mar 2019 - Mar 2019

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San Francisco, CA

SKILLS

Strategic Communication
Media Relations
Growth Marketing
Events Management
Social Media Marketing

EDUCATION

Master of Science

Columbia University Graduate School of Journalism

May 2009

Bachelor of Arts

Columbia University

May 2008

Urban Studies, Anthropology