
Christopher Danson

Marketing Technology Leader

chrisdansontech.com

(801) 784-8108

hello@chrisdansontech.com

EDUCATION

M.A., Professional Communication - *Southern Utah University, Cedar City*

APR 2025

- Thesis: *Spreading the word about artificial intelligence: Masspersonal communication impact on the diffusion of innovation theory*
- Thesis Advisor: Hayden Coombs, Ph.D.

B.A., Business/Multimedia Technologies - *Weber State University, Ogden*

APR 2014

TEACHING EXPERIENCE

Adjunct Professor of Communication - *Ensign College, Salt Lake City*

FEB 2026 - PRESENT

- Facilitate a high-engagement in-person course for undergraduate students, focusing on the practical application of Digital Content Writing.
- Utilize Canvas and diverse teaching methodologies to accommodate various learning styles and ensure core competency mastery.
- Evaluate student performance through critical assessments and provide constructive, real-world feedback to foster intellectual growth and professional readiness.

CIVIC EXPERIENCE

City Council Member - *Clinton, Utah*

JAN 202 - PRESENT

- Serve as an elected official representing 23,000+ constituents in municipal governance and policy decisions.
- Review and vote on city budgets, ordinances, zoning regulations, and community development initiatives.
- Engage with constituents to address concerns, advocate for community needs, and ensure transparent communication.
- Collaborate with fellow council members, city staff, and community stakeholders to advance strategic priorities.

INDUSTRY EXPERIENCE

Communication Manager - *FamilySearch, Salt Lake City*

NOV 2022 - PRESENT

- Maintain an ongoing plan to help an international audience stay aware of the availability of new and existing products and programs.
- Plan and schedule announcements, implementations, and communications through various channels.
- Works early in development with product managers to ensure that critical messages are built into products and communicated through implementation and awareness efforts.

Sr. Marketing Technology Manager - *FamilySearch, Salt Lake City*

JUL 2021 - NOV 2022

- Designed processes and workflows needed to automate data integration with various systems, including Snowflake Cloud Database and Marketo Automation Platform.
- Administered customer data policies according to internal data governance policies and domestic/international privacy laws.
- Refined marketing systems to automate reports and insights for future department growth using Microsoft Power BI and Microsoft Power Automate.

Marketing Data Manager - *FamilySearch, Salt Lake City*

JAN 2019 - JUL 2021

- Managed customers within the email marketing platform Salesforce Marketing Cloud and other systems related to the department's strategies and practices.
- Created processes to pull highly personalized data for campaigns using complex and custom SQL queries and automation.
- Provided insights and solutions for long-term growth and improvement through Microsoft Power BI.

Digital Compliance Officer - *Zions Bancorporation, Salt Lake City*

AUG 2016 - JAN 2019

- Consulted as a subject matter expert for E-SIGN and the FFIEC Social Media: Consumer Compliance Risk Management Guidance.
- Implemented and oversaw the Digital Compliance Risk Program and team.
- Served as Chairman of the Digital Compliance Risk Council.

Social Media Compliance Specialist - *Primary Residential Mortgage, Inc., Salt Lake City*

JUL 2015 - AUG 2016

- Proactively provided guidance on effective compliance strategies for marketing with social media within the mortgage lending space.
- Built relationships with external field partners and internal business units.
- Analyzed multiple Google AdWords campaigns, budgets, and CPC statistics to adjust cost-saving measures with the highest conversion rate.

Claims Generalist Associate - *Progressive Insurance, South Jordan*

FEB 2011 - AUG 2013

- Investigated auto claims thoroughly to come to an equitable solution in liability.
- Negotiated with other carriers to benefit our customers' liability exposure.
- Proactively contacted parties involved to explain in layman's terms the process of claims.
- Increased customer satisfaction through established goals.

Claim Processor - *State Farm Insurance, South Jordan*

DEC 2007 - FEB 2011

- Maintained claim life cycle to ensure claim progression and resolution.
- Secured titles, lien releases, and accurate payoffs for total loss claims.
- Monitored incoming injury medical bills and disseminated them to the correct file and handler.

PRESENTATIONS & PUBLICATIONS

2025 National Communication Association - *Denver, Colorado*

Danson, C. S. (2025, November 20-23). *Spreading the word about artificial intelligence: Masspersonal communication impact on the diffusion of innovations theory* [Conference presentation]. NCA 2025 Conference, Denver, Colorado, United States.

2025 Northwest Communication Association - *Coeur d'Alene, Idaho*

Danson, C. S. (2025, April 13-15). *Genealogy communication approaches: A quantitative survey to explore channel expansion theory* [Conference presentation]. NWCA 2025 Conference, Coeur d'Alene, Idaho, United States.

2025 Southern States Communication Association - *Norfolk, Virginia*

Danson, C. S. (2025, April 2-6). *The populist politician's playbook: A qualitative study of Mike Lee's Facebook posts* [Conference presentation]. SSCA 2025 Conference, Norfolk, Virginia, United States.

Publications

Danson, C. S. (2025). The populist politician's playbook: A qualitative study of Senator Mike Lee's Facebook posts. *Utah Journal of Communication*, 3(1), 61-68.
<https://doi.org/10.5281/zenodo.15312639>