

CHRISTOPH TRAPPE
2305 GEODE ST., MARION, IOWA 52302

SKILLS

Christoph builds integrated marketing and communications teams, helps them maneuver through office politics and gets strategies going with a plan and through successful implementation.



EXPERIENCE

Senior Director of Content Marketing + Content Creation | MedTouch | April 2014 - Present

Christoph built the team from scratch for MedTouch, a healthcare agency headquartered in Boston. His team helps healthcare clients around the United States with content marketing strategy, implementation and stakeholder buy-in, among other related tasks.

VP of Communications and Innovation | United Way (East Central Iowa) | September 2011 – March 2014

Christoph built the new marketing team from scratch and helped United Way move content marketing and fundraising efforts into the digital realm. Christoph also integrated efforts with events, print and other traditional channels.

Digital Community News Supervisor | The Gazette Company | February 2010 – September 2011

Christoph successfully launched a local news startup that reached 25 percent of the market in a year. The local media company hired him to teach its journalists and staff how to implement his content gathering, distribution and community building tactics.

OVERVIEW

Christoph is a globally recognized content marketing and communications expert, author and trainer and helps brands stand out through authentic storytelling.

**The brand that tells the best story wins.
Let's win together!**



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BVS Performance Systems | Producer/Director | August 2007 – January 2010

Christoph researched and produced video training courses for financial institutions around the United States. He led video production teams to complete projects.

Reporter | The Gazette Company | March 2003 – July 2007

Christoph covered the public safety beat and regularly published investigative stories.

Reporter | Iowa City Press-Citizen | January 2002 – March 2002

Christoph so successfully covered the public safety beat that the main competitor hired him three months into this stint.

Reporter | Muscatine Journal | August 2001 – December 2002

Christoph covered the public safety beat and wrote the award-winning "Off the Record" column.

EDUCATION

B.A. - Journalism | 2001 | University of Iowa

AWARDS

Among other awards, the Internet Marketing Association named Christoph Marketer of the Year in 2015. He also has been recognized as a top healthcare social media influencer and his Authentic Storytelling Blog has won awards and has seen up to 80,000 visitors per month.