



Connect More...

**Chrisane Giard** · 3rd

Clean Air Lawn Care, Inc.

problem solving/creative strategy/people loving/killing it  
Fort Collins, Colorado · 479 connections · [Contact info](#)

### About

My experience is vast from creating within Adobe Creative Suite to budgeting campaigns, reporting and ROI. In my past and current roles I have successfully planned and executed events from 5 people to a few hundred. My marketing experience runs the gamut; media buying, collateral creation, email marketing, PPC and social management, pilots, landing page creation, and print.

I am a creative and strategic thinker with the ability to see the big picture and scale a plan with a clear direction and evaluate the results.

### Experience



#### Director of Marketing

Clean Air Lawn Care, Inc.  
Dec 2015 – Present · 3 yrs 11 mos  
Fort Collins, Colorado Area

- Launch new franchisees and support them in reaching their milestones through marketing
- Provide marketing strategy and implementation for local franchisees and the national brand
- Coach franchisees in building their business with marketing
- Develop national partnerships
- Gain PR traction for local franchisee and the national brand
- Develop and run continued education events and conferences for Franchise Owners
- Consistently developing new ways to gain more customers for local owners
- Develop campaigns and strategies for the business development team... See more

#### Creative Strategist

Chrisane Jarosz  
Jan 2011 – Present · 8 yrs 10 mos  
Greater Omaha Area

Personal projects in a wide range of mediums from fine art, styling, design and HTML projects. I am a creative strategist and big-picture thinker with a knack for idea creation and management.



#### Marketing Specialist

WebEquity Solutions— A Moody's Analytics Company  
Oct 2014 – Nov 2015 · 1 yr 2 mos  
Greater Omaha Area

- Create and improve a data appending logic system
- Event and webinar coordination and final analysis
- Create and implement a lead management process
- Manage annual plan activities along with their metrics... See more



### Marketing Coordinator

Home Instead Senior Care

2011 – 2014 · 3 yrs

Database management of marketing assets and campaign trending  
Lead the creation and implementation of a scoring system to manage Franchisee inquires  
National advertising pilots  
Work with North American franchise owners on their marketing strategies... See more



### Sales Associate

Von Maur

Nov 2010 – Jan 2012 · 1 yr 3 mos

Commission based selling to new clients  
Current client portfolio tracking and relationship building  
Styling  
Department Merchandising

Show 1 more experience

## Education



### University of Nebraska at Omaha

B.A., Marketing

2007 – 2010



### Illinois Institute of Art

2006 – 2007

## Skills & Endorsements

### Marketing · 27



Endorsed by 5 of Chrisane's colleagues at Home Instead Senior Care

### Customer Service · 23



Endorsed by Jim Lamb, who is highly skilled at this



Endorsed by 5 of Chrisane's colleagues at Home Instead Senior Care

### Management · 15



Endorsed by 3 of Chrisane's colleagues at Home Instead Senior Care

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## Recommendations

Received (0)

Given (1)



### Cat Koehler

Marketing Specialist at Right at Home, LLC.

March 28, 2013, Cat worked with Chrisane in the same group

Cat's blog articles were all very Cat. She wrote articles from her heart and from the experiences she has had as a mom. Cat is a very genuine person and in her writing, that is very visible. When a story is being told by Cat, everyone wants to listen or read.

## Interests



10/25/2019

(1) Chrisane Giard | LinkedIn



**Bill Gates**

Co-chair, Bill & Melinda Gates Foundati...  
22,652,876 followers



**Design Thinking**

130,058 members



**SapientRazorfish**

168,016 followers



**Jeff DeGraff**

Dean of Innovation, Author and Though...  
182,213 followers



**Arianna Huffington**

Founder and CEO at Thrive Global  
8,746,041 followers



**Sustainability Professionals**

191,731 members

[See all](#)