



AREAS OF EXPERTISE

Digital Marketing

Strategic  
Communication

Public Relations

Social Media Marketing

Strategic Branding

# Chris Aarons

## Credentials and Experience

Chris Aarons is the founder and principal of Chris Aarons Strategy and Marketing, in addition to lecturing on digital and social marketing and strategic communications at The University of Texas at Austin. Throughout his career, Aarons has successfully tackled challenges and solves the most complex challenges for industry-leading companies including Adobe, Amazon, AMD, AT&T, Cisco, Dell, DXC, HP, LasikPlus, LG, Microsoft, Oxfam, Philips, Rackspace, and many other leaders and startups. His campaigns have received top honors including the Word of Mouth Marketing Association, Summit International's Emerging Media Award for Effectiveness, HP's Circle Award for Worldwide Marketing Excellence and Promo Magazine's Pro Award for Best Campaign on a Budget, among others. Aarons has also written two books on social media and digital marketing, with his second book, *The Digital Helix*, becoming a Wall Street Journal and Amazon bestseller.

Aarons received his MBA from Pepperdine Graziadio Business school and has a bachelor's degree in journalism from the University of Nevada-Reno.

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