

Christopher “Kit” Culbert

Fleet Coordinator & Marketing Manager

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SUMMARY

Maritime operations manager with 8 seasons in Alaska-based commercial fishing roles. 10+ years in marketing, program & project management and ops. Skilled at innovating in fast-paced environments and fostering collaboration. Seeking opportunities with mission-driven organizations where I can provide a lasting impact.

RELEVANT WORK EXPERIENCE

Fleet Coordinator & Marketing Manager

APR 2025 – Present

Circle Seafoods / Seattle, WA & Metlakatla, AK - commercial fishing fleet and marketing manager in rural Alaska

- **Fleet operations** - Recruited and manages a salmon seine fleet. Owns fisher relationships, buy-in to Circle's quality program, and vessel scheduling
- **Reporting & compliance** - Purchased 2.6M pounds of salmon and executed reporting to internal and external stakeholders including Alaska Dept. of Fish & Game
- **Marketing & public relations** - Point of contact for media inquiries; executed marketing tactics including newsletters, website updates, and longform content development

Senior Creative Operations Manager (COO)

OCT 2021 – NOV 2024

Transom, Inc. / Seattle, WA - operations leader at a branding, design, and web development agency

- **Agency operations** - Drove +200% YoY net income through leadership initiatives including adopting Scrum project management frameworks, implementing a sales program in Zoho CRM, and growing client engagements through outstanding client service
- **Project management** - Led enterprise-scale brand development and web initiatives with a cross-functional global team, contributing up to 40% of the agency's annual revenue.
- **Strategic account management** - Closed \$250k+ in ARR in with a 2x larger net margin than the agency's average by translating client goals into actionable deliverables and providing trusted advisory services
- **Budgeting & financial controls** - Provided agency-wide financial oversight, defined KPIs, monthly revenue forecasting & budget tracking, and provided data-driven insights on agency performance

Marketing Program Manager

MAY 2018 – SEP 2021

PayNorthwest / Seattle, WA - B2B SaaS lead generation for a financial services firm

- Reduced 1:1 phone calls by service representatives by more than 50% by implementing standardized forms for gathering repetitive information, significantly improving the organization's operational efficiency. **This was a crucial initiative in Q2 and Q3 of 2020 when there were seismic changes in clients' needs due to the COVID-19 pandemic.**
- Built and executed a the marketing program, including CRM software implementation, establishing a scalable sales process, GDPR compliance, and automating communications
- Met 100% of quarterly lead-gen targets through audience targeting and performance analysis and continuous improvement

SEAFOOD INDUSTRY EXPERIENCE

Assistant Plant Manager

JUN 2010 – SEP 2011

Kuskokwim Seafoods / Bethel, AK – seasonal liveaboard operations manager for a floating salmon processor

Refrigeration Tech

AUG 2008 – SEP 2008

Silver Bay Seafoods / Sitka, AK – seasonal refrigeration technician & engineering assistant

Refrigeration Tech, Production Crew

JUN 2004 – AUG 2007

Baywatch Seafoods / Naknek, AK – seasonal seafood production and refrigeration technician

TECHNICAL SKILLS & TOOLS

- Airtable • Asana • Figma • HubSpot • InDesign • Microsoft Office • Smartsheet • Google Suite
- Skiff operation • Rigging & line handling

EDUCATION

University of Washington

Bachelor of Arts, English / Seattle, WA

- Pac-10 & National Rowing Champion M4+
- 4 x Intercollegiate Rowing Association Team Championship

ADDITIONAL

- 2025 Board Member & Procurement Director, Liquid Velo Cycling Team - *a community cycling team focused on supporting amateur bicycle racing in the Pacific Northwest*
- 2014-2017 Elite lightweight rowing - *Pocock Rowing Center, Malta Boat Club, Seattle Rowing Center*