

Mark Hackman

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Content Portfolio – HackMarkman.com

PROFESSIONAL SUMMARY

Habitual futurist having the most fun leading brands with unique challenges to achieve much out of little to start with. Accomplished digital strategy and content specialist with 20 years of success in both the public and private sectors. Keen storyteller that pairs imagination with data to build meaningful engagement. Strong advocate of consumer empathy, leadership through service and following the path where trends and Values cooperate.

PROFESSIONAL EXPERIENCE

Digital Media Manager

Chicago Department of Cultural Affairs & Special Events (DCASE) November 2016—Present

Recruited to overhaul Department's online presence including website, SEO, email marketing and 40+ accounts on TikTok, Facebook, LinkedIn, YouTube, Snapchat, Twitter (X) and Instagram. Creates and executes full-funnel campaigns including organic content, Meta and Google ads, remarketing, influencer management and surveying. Trains staff in best practices and trends. Collaborates in major City event acquisition campaigns (below).

- Alongside Tourism Bureau, executed successful B2B campaigns acquiring NASCAR Street Race, DNC '24 and Sundance X Festival for the City.
- Broke "Taste of Chicago" attendance record – 1.6 million attendees and \$106 million in revenue.
- Increased followers by 40% in first full year.
- 6.3% average organic engagement rate – triple the national average for government accounts.

Marketing/Brand Strategist

Chicago Film Office

June 2020—Present

Creates B2B multi-channel campaigns including influencer marketing and display ads along with hyperlocal outreach. Partners with IL Film Office and Governor's Office on national campaigns.

- Established digital arm of "Chicago Made" branding campaign — generating \$700 million production revenue record in 2022, breaking previous record by \$130 million.
- 38% open rate average for email marketing.

Paid Media Manager (Contracted)

Fever App

2022

Orchestrated the design and execution of targeted ad strategies on Meta and Google for a mobile app promoting entertainment and educational events across the U.S.

- Average CPI (cost per install) was under \$2 on Meta and \$1 on Google.

Communications Manager

Chicago Mayor's Office

March—September 2020

Led communications task force, responding to COVID-era protocols and social justice demonstrations.

- Citywide out-of-home and inbound campaigns concerning public safety and small business policy.
- Real-time emergency communications and crisis management.

Marketing Director

Dance Crash NFP

2012—2022

Directed all promotional aspects including digital presence, press relations, paid advertising (social media, print, streaming and radio) as well as copywriting, SEO and design.

- Implemented both regional direct-to-consumer and national B2B campaigns. Secured contracts with NBC, General Mills, Red Bull and the World Wildlife Foundation among others.
- Design efforts included EPKs, impact reports, strategic plans, annual print & digital fundraising campaigns as well as major gift appeals, resulting in a 400% increase in the company's donor portfolio.

Brand Director (Contracted)

Eighty-Three LLC

2013—2015

Doing business as Made to Thrill Apparel, an e-commerce retailer selling amusement park-themed clothes and print designs. Created a fully-formed digital brand including website, social media, search presence, style guides and asset catalogues.

- Became profitable by the end of its second year with sales over \$700,000. Stands as an industry leader.

Campaign Director (Contracted)

Uniqlo Co., Ltd.

2015

Curated and led the onsite execution of regional outreach events as part of a branding campaign to promote the first store opening in the Midwest for the Japanese casual wear retailer.

- Along with successful IRL attendance, the campaign earned the company's highest Google Trends score in worldwide online interest since its founding in 2004.

Sales Director

Fitness Formula Clubs (FFC) & Carlson Gracie Chicago

2012—2016

A regional health and wellness leader. Promoted from Sales Representative to train 70-person team and work alongside design division to implement out-of-home campaigns, business partnerships, community outreach, remarketing and attrition management.

- Achieved a corporate-wide 20% increase in 1st-visit sales through an innovative "cover charge campaign," driving significant growth. (Ask me about it!)
- 7 quarterly sales awards. Over 60% revenue increase corporate-wide from 2011 to 2015.

CONSULTANCY

Startup Brand Consultant — P3 Mediaworks, Intrigue Studios, Stage 773

Fundraising and Copywriting — AIDS Foundation of Chicago, Chicago Dance Health Fund, Foster Studios

Marketing Panelist, Speaker — Millikin University, Ball State University, APAP, Arts Across America

Event Management — Red Bull Energy, Inc, Dance on Broadway LLC, Park West, Navy Pier

EDUCATION/CERTIFICATIONS

Illinois State University — Bachelor of Science

Google Digital Garage — Digital Marketing, Storytelling and Design, Machine Learning

HubSpot Academy — Content Marketing, Inbound Marketing Strategy, SEO I and II

Oxford Home Study — Project Management, Artificial Intelligence in Digital Marketing

SKILLS & PROFICIENCIES

Digital Strategy, Copywriting, Graphic Design, Videography, SEO, PR, Analytics, Public Speaking, Trend Awareness, AI Prompt Engineering, Business Development, Leadership and Time Management

Adobe Creative Cloud (including Photoshop, InDesign and Premiere Pro), Microsoft 365, Sprout Social, Meta Business Suite and Ads Manager, Google Ads and Search Console, WordPress, Hootsuite, Hubspot, Monday.com, Survey Monkey, Meltwater, Klear Influencer CRM, Constant Contact, Mailchimp, Salesforce, YouTube Studio, Canva, Donately as well as ChatGPT, Gemini, Claude and Midjourney AI.