

# Mark Hackman

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Project & Content Portfolio – **HackMarkman.com**

## PROFESSIONAL SUMMARY

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Habitual futurist with a talent for **leading significant brands** that face unique challenges. 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, technology and values** complement each other. AI doesn't have to be slop.

## PROFESSIONAL EXPERIENCE

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### Brand Manager

#### Chicago Film Office, June 2020—2025

Creates B2B multi-channel campaigns including PPC, influencer marketing, out-of-home and display ads along with hyperlocal outreach. Partners with Governor's Office on national campaigns.

- Launched the digital arm of the "Chicago Made" brand campaign — generating **\$700 million production revenue record** in 2022, breaking previous record by \$130 million.
- Partners/clients include **Fortune 500 companies, Forbes Top Charities and international influencers**.

### Digital Marketing Manager

#### Chicago Department of Cultural Affairs, 2017—2025

Recruited to overhaul the City of Chicago's cultural presence online – managing website, SEO 2.0, email marketing, PPC and 40+ social media accounts across TikTok, Facebook, LinkedIn, YouTube, Snapchat, X and Instagram. Develops full-funnel campaigns encompassing organic content, display ads, remarketing and influencer management. Trains peer departments on best practices and trends.

- Partnered with Tourism Bureau to secure high-profile events including **NASCAR Street Race, DNC '24 and the Sundance X Festival**.
- Broke "Taste of Chicago" attendance record – 1.6 million attendees and **\$106 million in revenue**.
- **Increased social followers by 40% in first full year, over 300% by Year 4**.
- **6.3% average organic engagement rate**, over **5% CTR on paid** Meta campaigns.
- **38% average email open rate** for targeted marketing and lifecycle campaigns.

### 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.

- **Reduced CPI (Cost Per Install)** to under \$2 on Meta and \$1 on Google.

### Marketing Director

#### Dance Crash NFP, 2012—2022

Executed all promotional and acquisition efforts including branding, press relations, paid advertising, SEO, design, content strategy and B2B campaigns.

- **Increased donor portfolio by 400%** through major gifts solicitation and annual appeals.
- More than **doubled earned revenue** through regional D2C and national B2B campaigns.
- Secured contracts with **NBC, General Mills, Red Bull, Jack Daniels and the World Wildlife Fund**.

## Communications Manager

### Chicago Mayor's Office, March—September 2020

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

- Directed citywide out-of-home and inbound campaigns on **public safety** and **small business policies**.
- Managed real-time **emergency communications** and **crisis response**.

## 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 its second year** with as high as **8:1 ROAS** on Meta campaigns.

## 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 physical 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), 2012—2016

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 1<sup>st</sup>-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.

## ADDITIONAL EXPERIENCE

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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

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Illinois State University (Normal, IL) — Bachelor of Science

Google Digital Garage — Digital Marketing, PPC, 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

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Creative Strategy, Rebranding, Performance campaigns/Pay-Per-Click, Copywriting, Graphic Design, Videography, SEO, AEO, SEM, Analytics, Recruiting, Trend Awareness..

Adobe Creative Cloud (including Photoshop, InDesign, AE and Premiere Pro), Microsoft 365, Slack, Asana, Teams, Figma, Sprout Social, Meta Business Suite, Ads Manager, Google Ads and Search Console, WordPress, Hootsuite, Final Cut Pro, HubSpot CMS, Survey Monkey, Meltwater, Klear Influencer CRM, Constant Contact, Mailchimp, Salesforce, YouTube Studio, Canva, CapCut, Donately.