

Mark Hackman – Senior Social & Digital Lead

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Campaign & Content Portfolio – HackMarkman.com

PROFESSIONAL SUMMARY

Habitual futurist with **20 years of success** building cross-channel marketing systems for brands navigating growth and change. Experience spans **government, tech, retail and nonprofit** environments where messaging and measurables need to work together. Keen storyteller that **pairs imagination with data** to build scalable content systems. Strong advocate of **consumer empathy**, leadership through service and building the path where **trends, technology and values** complement each other. Brings teams together around shared positioning and **practical plans** that can actually be sustained. AI doesn't have to be slop.

PROFESSIONAL EXPERIENCE

Senior Digital Media Manager

M1 Finance, 2025–2026

Senior hire brought in to modernize customer acquisition strategy, content systems and experimentation frameworks during a period of organizational transition.

- Rebuilt the digital content model, introducing multi-format campaigns that **more than doubled conversion efficiency** while reducing CPC from \$1+ to \$0.25.
- Directed cross-channel campaign execution while establishing reporting and experimentation frameworks to guide messaging, optimization and lifecycle performance.

Digital Marketing Director

Chicago Department of Cultural Affairs, 2016-2025

Recruited to overhaul the City of Chicago's cultural presence across digital channels, leading strategy for web, email, search and more than 40 social media accounts spanning major and emerging platforms. Directed full-funnel campaigns integrating organic content, paid media, remarketing and influencer partnerships, while training peer departments on best practices and trends.

- Partnered with Tourism Bureau to secure and promote high-profile events including **NASCAR Street Race, DNC '24 and the Sundance X Festival** through cross-agency marketing efforts.
- Digital promotion contributing to "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 marketing and lifecycle campaigns.

Brand Manager

Chicago Film Office, 2020-2025

B2B multi-channel campaigns spanning PPC, influencer partnerships, out-of-home, display and hyperlocal outreach. Collaboration with the Governor's Office on national marketing initiatives.

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

Marketing Director

Dance Crash NFP, 2012-2022

End-to-end marketing ownership spanning brand, press, paid media, partnerships, content and audience growth across D2C and B2B initiatives.

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

Marketing Director (Contract, Fractional)

FLYT Media, 2026

- Developed brand strategy, audience positioning and integrated content campaigns across YouTube, social media, podcast and digital channels.
- Built scalable AI-assisted content workflows, asset organization systems and reporting processes.

Paid Media Manager (Contracted)

Fever App, 2022

- Paid acquisition optimization for a national events app, reducing **CPI to under \$2 on Meta and around \$1 on Google** app campaigns.

Digital Communications Manager (COVID Task Force)

Chicago Mayor's Office, 2020

Emergency communications leadership supporting citywide COVID-19 response.

- Citywide public health and small business policy comms across digital and out-of-home channels.
- **Real-time crisis messaging** during rapidly evolving public guidance.

Campaign Director (Contracted)

Uniqlo Co., Ltd., 2015

Regional campaign leadership supporting the Midwest launch of Uniqlo's first physical store.

- Campaign drove 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 lead training and marketing collaboration for a 70-person team.

- Drove a corporate-wide 20% increase in first-visit sales through an innovative "cover charge" campaign.
- Seven quarterly sales awards; contributed to **60% corporate-wide revenue growth** from 2011–2015.

ADDITIONAL EXPERIENCE

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, SKILLS & PROFICIENCIES

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

Creative Strategy & Brand Oversight, Content Strategy & Team Leadership, Performance Campaigns (Paid & Organic), Analytics & Reporting, Trend & Competitive Analysis, Recruiting & Mentorship of Content Teams, AI-assisted Social Strategy & Workflow Optimization

Sprout Social, Hootsuite, Meta Business Suite & Ads Manager, Google Ads & Search Console, HubSpot CMS, Salesforce, Meltwater, Klear Influencer CRM, Figma, Microsoft 365, Slack, Asana, Teams, Adobe Creative Cloud (Photoshop, InDesign, After Effects, Premiere Pro), Canva, Final Cut Pro, CapCut, Constant Contact, Mailchimp.