

# Mark Hackman

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Content & Design 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.

## PROFESSIONAL EXPERIENCE

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### Digital Media Manager

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

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

- Clients include **Fortune 500 companies, Forbes Top Charities and international influencers**.
- 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** – 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.

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

### 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.

### 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**.

### Marketing Director

**Dance Crash NFP**

**2012—2022**

Directed all promotional efforts including digital presence, press relations, paid advertising, copywriting, SEO and design.

- **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.**

## 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.

## 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)**

**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** — 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

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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.