





MARK WINGERTER

GROWTH DIRECTOR | MARKETING STRATEGIST | CONTENT CREATOR

CONTACT

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EDUCATION

Bachelor of Arts in English
University of North Carolina
at Greensboro
2006

SKILLS

- B2B & B2C Strategy
- Content Marketing
- Copywriting (Extensive)
- Email Marketing (Extensive)
- Growth Strategy
- Inbound Marketing
- Lead Nurturing
- SEO Strategy
- Social Media (Paid & Organic)
- Storytelling
- UX Design
- Video Production

WHO I AM

Growth starts with your community. Throughout my career, I have followed this conviction to illuminate the paths forward for multiple organizations, leading to increased sales, influence, engagement, awareness and retention across the digital landscape. I'd love to be part of your community too.

PROFESSIONAL EXPERIENCE

Director of Growth

97 Display | Winston Salem, NC | July 2021 – Present

For this innovative SaaS tech company, I installed its first ever marketing team while leading and remodeling the sales team towards community-driven growth. Together we have increased lead quality and quantity, rebranded the company, and established new SOPs for better internal application of company values.

- Founded and scaled first marketing team in company history.
- Rebranded company image and message to refresh brand and better communicate values.
- Increased inbound leads by over 150% while improving quality through content nurturing automation.
- Developed omni-channel content experience to tell the brand story across the funnel and various B2B audiences.
- Established best practices for sales and marketing operations, built from defining core tenants of the organization.
- Defining brand voice, messaging fundamentals, and teaching organization how to instill them across the board.

Content Marketing Specialist

Graphik Dimensions | High Point, NC | March 2018 – July 2021

For all in-house B2C and B2B brands, most prominently pictureframes.com, I lead the content strategy and creation, video production, copywriting, social media and influencer marketing.

- Scaled social media ad spend over 500% while maintaining high ROAS of 15.5 on average.
- Evolved branded content and storytelling for monthly catalog (1 mill+ distribution), driving steady increases in attributed sales.
- Refined SEO efforts across the board, winning rankings against industry competitors month over month.
- Constructed UX for website revamp that contributed to 53% increase in traffic and sales year over year on average.
- Remodeled our brand voice to speak more authentically, helping exceed engagement goals in digital channels such as email promotions.

CERTIFICATIONS

Inbound Marketing

Hubspot
2017

TOOLS OF MY TRADE

- Adobe Suite
- EOS (Organizational System)
- Facebook Ads Manager
- Google Ads & Analytics
- Hootsuite (SMMS)
- Hubspot (CRMs)
- Mailchimp
- Microsoft Office Suite
- Spyfu (SEO)
- Vidyard (Video Messaging)
- Zoom

AWARDS

Best Social Media Event Promotion - National Folk Fest

PR Daily - 2016

- I served as sole owner of these social channels, delivering high engagement on organic strategy (no ad budget)

Best Interview Video "Aerialite - Pride in Craftsmanship"

PR Daily - 2016

- I wrote, directed, and produced this video series in support of my team's re-branding efforts for Aerialite.

Content Marketer & Copywriter

Bouvier Kelly Agency | Greensboro, NC | April 2015 - March 2018

I served as sole copywriter for the agency while leading efforts in social media, creative content, branding, UX design, and video direction.

- Launched branding campaigns from initial idea to final distribution, aiding in sales increases, customer awareness and retention.
- Owned ground-up creation and execution of National Folk Festival social media, contributing to 150,000+ attendance and 10k followers with no budget for ad spend.
- Directed, produced and edited multiple video series and commercials for B2C and B2B brands, stimulating engagement across all channels.
- Adapted to the voice of dozens of brands in many various industries to write from authentic viewpoints.

Account Representative & Team Manager

Advanced Home Care | High Point, NC | October 2006 - April 2015


In my eight years at this innovative home medical company, I evolved the patient billing department, eventually co-heading billing efficiency to drive revenue.

- Radically improved benchmarks of revenue retention, leading to an average of 25% greater retention year over year.
- Overhauled patient communication efforts, providing clarity of messaging to increase awareness and education.
- Lead a team of account reps to increase billing efficiency and eliminate significant backlog of overdue accounts.

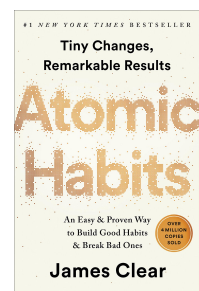
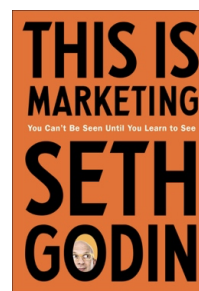
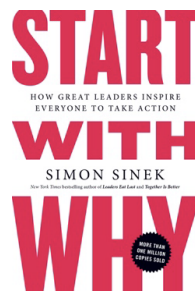
PROUDEST ACCOMPLISHMENTS

 **Beating the PGA Tour for Best Social Media Event Promotion for the inaugural year of the National Folk Festival.**

 **Starting my own marketing consulting business that has helped small businesses grow.**

 **Winning Best Film at the 48 Hour Film Festival in Greensboro, NC**

BOOKS THAT INSPIRE ME



To view my portfolio visit: MarkWingerter.com