

MARK WINGERTER

CHIEF MARKETING OFFICER
BRAND ENGINEER
DATA ACTIVATION STRATEGIST



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Greensboro, NC



MarkWingerter.com

ALLOW ME TO SAY HELLO AT MARKWINGERTER.COM/CMO

WHO I AM: I activate data to help brands, business leaders, and founders communicate the message their customers need to hear, so that they don't just buy, they stick around.

EDUCATION

BACHELOR OF ARTS

University of North Carolina at
Greensboro - 2006

FRACTIONAL WORK

CHIEF MARKETING OFFICER

Fitness Business Association (FBA)
January 2026 - Present

- Establishing new product focus and client segment
- Franchise partnership management
- Content strategy and system installation

CHIEF MARKETING OFFICER

Korras Labs
June 2026 - Present

- GTM Strategy for development services.
- Marketing & sales funnel installation
- Lead generation and outbound management

FOUNDER

THE CONTENT MARK

Data activation and brand strategy firm focused on the fitness industry and small businesses.

VISIT: THECONTENTMARK.COM

PROFESSIONAL EXPERIENCE

CHIEF CREATIVE OFFICER

Revelocity Sports | May 2025 - November 2025

Bridged from my time at Temerity Baseball, I helped establish this data-focused agency, and moved into this lead role to develop creative strategy and client management.

- Developed Creative SOP & Digital Asset Management system, creating a centralized operation for the agency
- Managed media placement for multiple clients, maintaining greater than 4:1 ROAS across campaigns, producing increased engagements and driving ticket sales.
- Data-driven segmented messaging for client fan bases across multiple channels to drive ticket sales increases YoY

CHIEF MARKETING OFFICER

Temerity Baseball | May 2023 - May 2025

For this sports ownership group, I led the marketing strategies for three minor league baseball teams in separate markets, establishing modern digital tactics and developing segmentation of fan bases to launch relevant messaging for driving attendance.

- Optimized marketing channels to produce 18% growth in attendance YoY for key teams in the first year.
- Managed budget of \$650k for ad distribution, maintaining 3:1 ROI from marketing efforts and producing increases in tickets, merch and concessions sold.
- Installed fan data activation engine to categorize buyer behaviors and serve relevant messaging to fans in each market.
- Facilitated vendor partnerships, leading to increases in cash & trade return for organizations in each market.

RELEVANT SKILLSET

- AI Automation
- AI Agent Installation
- B2B & B2C Strategy
- Content Strategy
- Copywriting (Extensive)
- Email Marketing (Extensive)
- Growth Strategy
- Lead Gen & Nurturing
- SEO Strategy
- Social Media (Paid & Organic)
- UX Design
- Video Production

BOOKS THAT INFORM MY APPROACH



PORTFOLIO AT:

MarkWingerter.com

CHIEF MARKETING OFFICER

97 Display | July 2021 - May 2023

For this SaaS tech company in the fitness industry, I installed the first ever marketing team lead and remodeled the sales team, increased lead quality and quantity, and refreshed the company brand.

- Founded and scaled first marketing team in company history.
- Led company to 18% YoY growth with 22% profit margin YoY
- 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.
- Rebranded company image, defined new brand voice and messaging fundamentals, and taught organization how to instill them across the board.

CONTENT MARKETING SPECIALIST

PictureFrames.com | March 2018 - July 2021

For all in-house B2C and B2B brands, most prominently pictureframes.com, I led content strategy and execution, 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.
- 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

COPYWRITER & CONTENT SPECIALIST

Bouvier Kelly | April 2015 - March 2018

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.