

MARK WINGERter

CHIEF MARKETING OFFICER
CREATIVE DIRECTOR
BRAND STRATEGIST



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MarkWingerter.com

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WHO I AM: Creativity and strategy are like a campfire. Throughout my career, I have beckoned audiences to gather round and hear the stories of multiple organizations, leading to increased sales, influence, engagement, awareness and retention across the digital landscape. I'd love to light a spark for your community too.

EDUCATION

BACHELOR OF ARTS

University of North Carolina at
Greensboro - 2006

SKILLS

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

PROFESSIONAL EXPERIENCE

CHIEF CREATIVE OFFICER

Revelocity Sports | May 2025 - Present

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

- Developed Creative SOP & Digital Asset Management system, managing client deliverables and personnel
- Managed media placement for multiple clients, maintaining greater than 4:1 ROAS across campaigns, producing increased engagements and driving ticket sales.
- Segmented messaging for client fan bases across multiple channels to drive ticket sales increases YoY

CHIEF MARKETING OFFICER

Temerity Baseball | May 2023 - May 2025

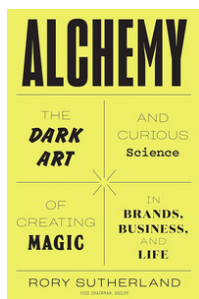
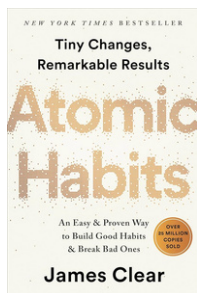
For this sports ownership group, I led the marketing strategies for three minor league baseball teams in separate markets, establishing modern digital tactics and developing segmentation of fan bases to launch relevant messaging for driving attendance.

- Optimized marketing channels to produce 17% 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.
- Led fan intelligence evolution to understand 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.

TOOLS OF MY TRADE

- Adobe Suite
- Canva
- EOS (Organizational System)
- Facebook Ads Manager
- Google Ads & Analytics
- Hubspot (CRMs)
- Brandfolder
- Constant Contact
- Microsoft Office Suite
- Spyfu (SEO)
- Attentive (SMS)
- Zoom, Teams
- Slack

BOOKS THAT INFORM MY APPROACH



PORTFOLIO AT:

MarkWingter.com

DIRECTOR OF GROWTH

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.
- 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.

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.