



COLIN HAUTMAN

**STRATEGIC CONTENT CREATOR +
BRAND MARKETING PROFESSIONAL**

ONLINE PORTFOLIO:

www.colinhautman.com

PROFESSIONAL SKILLS:

Brand building
Marketing automation
AMS, CMS & CRM knowledge
Campaign management
Social media strategy
Grassroots marketing
Web content development
Creative storytelling
Project management
Website and graphic design
Corporate blogging
Inbound marketing
SEO, SEM and analytics
Event management

PERSONAL SKILLS:

Deadline-oriented
Creative spirit
Thrives under pressure
Reliable
Adaptable
Excels on a team
Enthusiastic learner
Organized
Passionate
Intuitive
Innate constant curiosity
Relationship builder
Optimistic
Motivated

WORK EXPERIENCE

DIGITAL CONTENT SPECIALIST

AstraZeneca | Wilmington, DE | July 2021 - Present

- Leads multiple digital projects through the global commercial delivery process, and simultaneously, through a Medical, Legal and Regulatory review from concept kick-off to final approval
- Founding partner of a market delivery program pilot called the Squad Model, in which my team has saved AstraZeneca over \$250k during my first six months due to in-house completion of web updates
- Regularly performs website optimizations to increase SERP rankings and raise organic traffic as well as generate stronger engagement with the brand audience by using analytics to enhance website UX
- A key member of the empowered agile scrum team, helping to expedite cost-saving digital updates to meet the short and long-term goals aligned to numerous pharmaceutical brands
- Manages and coordinates with internal/external stakeholders (creative agencies, developers) in executing digital initiatives to increase physician sample requests and patient savings card signups

DIGITAL MARKETING SPECIALIST

The Risk Management Association | Philadelphia, PA | May 2020 - June 2020

- Designed, launched, and monitored numerous omnichannel digital marketing campaigns across various mediums, including email, SEM, PPC, video, and social to attract new business from banks
- Grew new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content
- Setup automated reporting across all campaigns to monitor effectiveness and optimize spend
- Directed social media strategy, crafted and published social content on behalf of the organization
- Developed and implemented effective marketing processes, including lead passing to sales, technology interactions, and email campaign systems
- Established and maintained marketing automation to optimize lead nurturing and digital marketing processes through email, content, paid marketing, and social channels

MARKETING MANAGER

Beyond Definition | Silver Spring, MD | June 2019 - February 2020

- Built and managed a rich content/editorial calendar to attract qualified leads to owned properties (blog posts, social media, whitepapers, reports)
- Crafted blog and news posts with SEO best practices to drive website traffic through search, social, and email to increase subscribers through campaign strategy and execution
- Assisted in writing proposals on behalf of the agency for new business opportunities to increase revenue and grow client portfolio
- Directed the marketing conversion path and drove qualified leads for account team by converting website traffic through calls-to-action, landing pages, and lead generation content
- Optimized lead nurturing and marketing automation processes through email, content, and social channels and managed the persona development process to better target prospective clients




SENIOR MANAGER, MARKETING AND LEGAL AFFAIRS

Retail Industry Leaders Association | Washington, DC | Dec 2018 - May 2019




- Led the marketing strategy for a new RLC initiative called the Defense Division by directing awareness campaigns, firm and retailer recruitment, creative messaging, and graphic design
- Improved viewership of RLC marketing emails by improving open/click rates and forwards by 22%
- Crafted newsletters, brief summaries, annual reports, marketing one-pagers, email campaigns, and event promotional materials to audiences, such as top executives of Fortune 500 companies
- Assisted in management of Retail Litigation Center (RLC), including social media strategy, developing alerts, creating graphics and compelling website copy to drive traffic and convert leads
- Aided in the research and strategic planning for RILA and RLC membership recruitment/retention



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SOFTWARE EXPERIENCE:

Adobe Experience Manager
Salesforce
HubSpot
Microsoft Office Suite
Adobe Audience Manager
Informz
Real Magnet
Pardot
Higher Logic
Google Analytics
Photoshop
InDesign
Hootsuite
Constant Contact
Survey Monkey
Google Tag Manager
Wix
YourMembership
iMIS
DNN
WordPress
Squarespace
CrowdCompass
Sprout Social
Buffer
Adobe Analytics
Google Ads
Google Optimize
Illustrator
CadmiumCD
Tableau
Ektron
Ion
Personify

DIGITAL MARKETING COORDINATOR

National Association of Bond Lawyers | Washington DC | Sept 2017 - Dec 2018

- Wrote and published website copy, designed graphics and artwork for campaigns, built mobile apps, produced and edited NABL webinars, and presented on panels at conferences
- Directed digital communications, handled all social media accounts, developed conference and member marketing emails that led to a 30% increase in registrations at events
- Managed member projects, directed UX/UI on NABL website, engineered marketing automation campaigns, improved conference engagement by 200% with hashtag #2018NABLFUN
- Assisted in the production of NABL's first Annual Report and redesign of the website
- Improved open/click rates of marketing emails by 14% in my first 3 months, produced copy for 3 monthly online newsletters, redesigned email templates, improved mobile app downloads by 17%

MARKETING AND MEMBERSHIP COORDINATOR

Association of Academic Psychiatrists | Baltimore, MD | Apr 2016 - Sept 2017

- Executed all digital communication between AAP and the public, assisted in managing website design and development, and solely directed AAP's social media strategy on all platforms
- Generated over 1 million impressions at AAP's 2017 annual conference using #psychiatry17, developed media lists/press releases, planned and executed conference events
- Monitored traffic/analytics, assisted in PR awareness campaigns, crafted unique marketing strategies, and managed the administrative and dues renewal process
- Constructed new campaigns to target new audiences that the association had never targeted, such as PM&R professors with the "Fetch-The-Faculty Campaign" and lapsed members of 5-10 years with the "Coming Home Campaign," which improved overall membership numbers

PUBLIC RELATIONS INTERN

Maier & Warner | Rockville, MD | May 2015 - August 2015

- Spearheaded the social media and website of the firm, drafted press releases, monitored media, and planned events, developed copy for email marketing, and supported website redesign
- Assisted in managing upscale real estate executives, aided an environmental campaign, developed strategic PR campaigns, and created media planning calendars for numerous clients

Education

- 1) Bachelor of Science, Communication (Public Relations) | James Madison University | 2011-2015
- 2) Master of Business Administration (Marketing) | Villanova University School of Business | 2022-2024

Certifications

- Google Analytics (March 2019)
- Google Ads (June 2019)
- Hubspot Inbound Marketing (June 2019)

Honors and Activities

Selected to Speak on a Panel Session at the 2018 NABL Fundamentals Annual Conference

- The session was titled, "Follow Along! How to Utilize NABL's Social Media and Website." I spoke on how to leverage NABL's social media channels and website to boost industry knowledge and advance members' careers

Founder of College Lifestyle Website - The Ramen Budget

- Started in Advanced PR Writing class and won the most visited website competition in the Department
- Articles written about budgeting in every aspect of a college student's life (Food, Travel, etc.)

Case Analysis Paper Selected for The 2015 Arthur Page Society Case Study Competition

- One of two papers from a pool of forty that was chosen based on a strong analysis of Sony's hacking scandal

Inductee of the Phi Theta Kappa Honor Society

- Inducted on April 17, 2013 and Graduated on The Dean's List with honors

Awarded the Norma Berkeley Communication Studies Major Award

- For academic excellence with a high GPA in the program, nominated by the department head

Selected as a Member of the Madipalooza Committee

- One of five chosen from hundreds, assisted in the planning and promotion of JMU's 2014 spring music festival

Former Member of the University Program Board (UPB)

- Worked on the Center Stage Committee to bring major artists to campus and helped with event planning, advertising and booking concerts for JMU