



ONLINE PORTFOLIO:

www.colinhautman.com

PROFESSIONAL SKILLS:

Email campaign strategy
Lead generation
Audience segmentation building
User Journey Creation
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

COLIN HAUTMAN

STRATEGIC CONTENT CREATOR + BRAND MARKETING PROFESSIONAL

WORK EXPERIENCE

MARKETING DIRECTOR, CAMPAIGNS

RetireeFirst | Mount Laurel, NJ | January 2023 - Present

- Oversees all B2B digital marketing efforts, including paid media campaigns, SEO and paid search, email programs, content syndication, lead nurture sequencing, and website maintenance
- Within the first 90 days, onboarded and launched HubSpot as well as fully integrating it with Salesforce through workflow building, presented at the internal Growth Summit and to the Board of Directors on digital strategies, added ON24 to the tech stack for lead gen webinar strategy, instituted four new omnichannel campaigns, and drove over 140 MQLs to the sales team
- Manages a direct report marketing associate who helps to develop automated lead generation streams
- Handles all website maintenance and updates, supports ABM strategy and execution, leads sales and marketing alignment, and develops KPI dashboards for stronger metrics reporting

BRAND MARKETING MANAGER, EVUSHELD

AstraZeneca | Wilmington, DE | June 2022 - November 2022

- Led content strategy and tactical execution on a start-up brand team that launched AstraZeneca's fastest ever blockbuster medicine, Evusheld, an investigational Long-Acting Antibody
- Developed consumer and HCP campaign assets aligned to the brand strategy to drive engagement and utilization of Evusheld that consists of paid media, email, social, ads, and sales team enablement assets
- Assisted on a multi-million dollar national PSA TV campaign with Jeff Bridges called Up the Antibodies to boost awareness of Evusheld and enact our target audience by driving awareness
- Managed relationships with creative, media, social, and analytics agencies to develop tactics and omnichannel marketing to reach target customers and drive long term revenue growth of Evusheld

DIGITAL CONTENT SPECIALIST

AstraZeneca | Wilmington, DE | July 2021 - June 2022

- Directed 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 saved AstraZeneca over \$630k during my first ten months due to in-house completion of web updates
- Regularly performed website optimizations to increase SERP rankings and raise organic traffic as well as generated stronger engagement with the brand audience by using analytics to enhance website UX
- A key member of the empowered agile scrum team, that helped to expedite cost-saving digital updates to meet the short and long-term goals aligned to numerous pharmaceutical brands
- Managed and coordinated 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 2021




- 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 across all major social channels
- 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 search, and social channels (paid and organic)



CONTACT:

-  (301) 980-9273
-  c.hautman21@gmail.com
-  Collingswood, NJ

SOCIAL:

-  www.theramenbudget.com
-  linkedin.com/in/colin-hautman-239aa462/
-  @Colin_Hautman

SOFTWARE EXPERIENCE:

Adobe Experience Manager
Salesforce & Salesloft
HubSpot
Microsoft Office Suite
Adobe Audience Manager
Informz
Real Magnet
Pardot
Higher Logic
Google Analytics
Photoshop
InDesign
Hootsuite
Constant Contact
Microsoft Power BI
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

MARKETING MANAGER

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

- Built and managed a rich content calendar to attract qualified leads to owned properties (blog posts, social media, whitepapers, reports)
- Crafted blog and news posts 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

DIGITAL MARKETING COORDINATOR

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

- 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 Physiatrists | 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 #physiatry17, 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 untapped audiences, 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

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

- (1) Google Analytics | (2) Google Ads | (3) Hubspot Inbound Marketing

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.)

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