



# COLIN HAUTMAN

DEMAND GENERATION STRATEGIST +  
GROWTH MARKETING PROFESSIONAL

## PROFESSIONAL EXPERIENCE

### MARKETING DIRECTOR, CAMPAIGNS

*LaborFirst | Mount Laurel, NJ | January 2023 - January 2026*

- Oversaw all B2B digital marketing efforts, including GTM strategy, SEO and paid search, email marketing, omnichannel campaigns, webinars, lead nurturing, demand generation, and paid social
- Created LaborFirst's custom AI-GPTs to increase efficiency, improve data analysis, and drive ideation
- In Q1'25, my team drove 35% of all total pipeline growth for the company, of which 28% converted to opportunities through numerous SQL ABM campaigns tailored to every salesperson at the company
- Spearheaded the company's first-ever Growth Team ABM strategy that led to a 21% increase in sales pipeline and initiated personalized salesperson campaigns targeting their highest graded accounts
- During my first year, I onboarded and launched HubSpot and fully integrated it with Salesforce through workflow building, created a marketing account lifecycle and lead handoff system for the sales team, added ON24 to the tech stack for lead generation webinar strategy (producing 9 webinars), developed four new omnichannel campaigns that drove 1628 MQLs / 254 SQLs surpassing the 2023 KPIs by 325% / 154%
- Member of the Growth Team where I helped champion a culture of growth accountability in marketing aligned with sales as well as working with cross-departmental teams to improve MarOps, and drive marketing influenced pipeline
- Led improvements of LaborFirst's marketing technology stacks incorporating the HubSpot to Salesforce integration and ZoomInfo, Jasper, Zapier, ON24, and Chat GPT Enterprise
- Developed a new lead scoring (contact), fit scoring (company), and marketing attribution system to better track all metrics, leads, and pipeline status to showcase the marketing team's ROI on won accounts - in conjunction with building 30+ reporting dashboards covering the entire marketing and sales ecosystem

### 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 B2C and B2B campaign assets aligned to the brand strategy to drive engagement and utilization of Evusheld that consists of paid media, email, social, ads, and sales 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 to prescribe or talk to their doctor
- Managed relationships with creative, media, social, and analytics agencies to develop tactics and omnichannel and ABM marketing campaigns to reach target customers and drive long term revenue growth of Evusheld

### DIGITAL CONTENT SPECIALIST, BREZTRI

*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
- Strategized 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*

- Led omnichannel digital campaigns (email, paid and organic search, webinars, paid social) that increased inbound pipeline for RMA's SaaS-style risk management and data platforms by 38% year-over-year
- Boosted marketing-qualified leads by 45% by optimizing conversion paths, landing pages, and nurture workflows using Salesforce, Pardot, HubSpot, and WordPress
- Developed automated performance dashboards to monitor ROI, lead velocity, and cost-per-acquisition, driving a 25% improvement in campaign efficiency
- Directed social media strategy across LinkedIn, Twitter, and Facebook, increasing engagement by 30% and expanding brand reach among financial institutions
- Partnered with Sales/Product teams to align go-to-market efforts, improving lead quality and handoff speed by 20%
- Implemented scalable marketing automation and lifecycle campaigns that reduced manual processes by 40% and strengthened lead nurturing for recurring revenue growth

## CONTACT:



(301) 980-9273



c.hautman21@gmail.com



Philadelphia Metro Region



www.colinhautman.com



linkedin.com/in/colin-hautman-239aa462/

## PROFESSIONAL SKILLS:

Campaign strategy  
Demand generation  
Leading diverse teams  
Growth marketing  
SEO, AEO, GEO expertise  
Paid media  
Marketing x Sales alignment  
Audience segmentation building  
User journey creation  
Brand building  
MarOps  
CMS & CRM knowledge  
GTM Strategy  
Content development  
Project management  
Website management and UX  
SEM  
Analytical decision making  
Event management



## SOFTWARE EXPERIENCE:

Adobe Experience Manager  
Salesforce  
HubSpot  
Veeva PromoMats  
Chat GPT Enterprise  
Claude AI  
ON24  
Zapier  
ZoomInfo  
SEMRush  
Adobe Audience Manager  
Informz  
Real Magnet  
Pardot  
Higher Logic  
Google Analytics 4  
Jasper.AI  
Adobe InDesign  
Hootsuite  
Constant Contact  
Microsoft Power BI  
Google Tag Manager  
WordPress  
Microsoft Ads  
Meta/LinkedIn/Instagram Ads  
Squarespace  
CrowdCompass  
Sprout Social  
Buffer  
Adobe Analytics  
Google Ads  
Google Optimize  
Tableau  
Microsoft Clarity

## SOCIAL:



www.theramenbudget.com



@Colin\_Hautman

## INBOUND 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 nurtured prospects through SEO, email, paid search and social, landing pages, and lead generation content
- Optimized UX and the customer journey with lead nurturing, 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 RILA 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 submission conference 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 working with cross-departmental teams to design and write copy as well as provided strategic guidance on the 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 tailored 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 by 18%

## Education

Bachelor of Science, Communication (Public Relations) | James Madison University | 2011-2015

## Certifications

Google Analytics | Google Ads | Hubspot Inbound Marketing

## Honors and Activities

### Selected to Speak to the LaborFirst Board and Speaker at the LaborFirst Growth Summit in 2023, 2024, and 2025

- Presented quarterly MQL, SQL and target audience data and forecasted lead gen numbers for '24/25

### 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