

# Colin Hautman

Campaign Marketing | Lead Gen | MarOps | ABM Strategy

[www.colinhautman.com](http://www.colinhautman.com)

## PROFESSIONAL EXPERIENCE

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### RetireeFirst

Marketing Director, Campaigns

Mount Laurel, NJ

January 2023-Present

- Oversees all B2B digital marketing efforts, including paid media campaigns, SEO and paid search, email campaigns, content syndication, lead nurture sequencing, lead gen, paid social, and display ads
- Helped to build the entire growth marketing strategy from scratch incorporating ICP development and Programmatic ABM, ABM Lite, and Strategic ABM campaigns through analysis of the book of business to segment, prioritize, and target based on historic success
- Spearheaded the company's first-ever Growth Team ABM strategy that led to a 36% increase in sales pipeline and initiated ongoing salesperson (7) specific ABM campaigns targeting their highest graded leads to strengthen the marketing/sales alignment at RetireeFirst
- During my first year, I onboarded 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 gen webinar strategy (producing 7 webinars), developed four new omnichannel campaigns that drove 1628 MQLs / 254 SQLs surpassing the 2023 KPIs by 325% / 154%
- Manages a direct report marketing associate who helps drive lead generation and improve MarOps
- Daily administration, maintenance, and improvements of RetireeFirst's techstacks incorporating the HubSpot to Salesforce integration, ZoomInfo, Jasper, Zapier, and ON24
- Developed a new lead scoring (contact), lead grading (account), and marketing attribution system to better track all metrics, leads, and pipeline status in conjunction with building 30+ reporting dashboards covering the entire marketing and sales ecosystem

### AstraZeneca

Brand Marketing Manager

Wilmington, DE

June 2022-November 2022

- Worked on content strategy and tactical execution on a start-up brand team that launched the AZ's fastest ever blockbuster medicine, Evusheld, an investigational Long-Acting Antibody for COVID
- Developed consumer and HCP campaign assets aligned to the brand strategy to boost 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 to drive prescriptions from our target audience of consumers and HCPs
- 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

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 agile scrum team, that helped to expedite cost-saving digital updates to meet the short and long-term goals of numerous pharmaceutical brands (Breztri, Fasentra, Farxiga, Saphnelo)
- Managed internal/external stakeholders (creative agencies, developers) in executing digital initiatives to increase physician sample requests and patient savings card signups

**The Risk Management Association (RMA)**

Digital Marketing Specialist

**Philadelphia, PA***May 2020-July 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 marketing-qualified leads by converting site traffic through CTAs, landing pages, and content
- Set up 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 handoff to the sales team and email campaign system improvements
- Established and maintained marketing automation to optimize lead nurturing and digital marketing processes through email, content, paid search, and social channels (paid and organic)

**Beyond Definition (formerly Bates Creative)**

Inbound Marketing Manager

**Washington D.C.***June 2019-February 2020*

- Built and managed a rich content calendar to increase engagement across all 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

**Retail Industry Leaders Association (RILA)**

Senior Manager, Marketing and Legal Affairs

**Washington D.C.***December 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 engagement 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 of top executives at Fortune 500 companies

**National Association of Bond Lawyers (NABL)**

Digital Marketing Coordinator

**Washington D.C.***September 2017-December 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 #2018NABLFUND
- 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%

## **Association of Academic Psychiatrists (AAP)**

Marketing and Membership Coordinator

**Baltimore, MD**

*April 2016-September 2017*

- Executed all digital communication between AAP and target audiences, assisted in managing website design and development, and 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 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 raising overall revenue

## **EDUCATION**

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### **James Madison University**

Bachelor of Science in Communication (Concentration: Public Relations)

**Harrisonburg, VA**

December 2015

## **CERTIFICATIONS**

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(1) Google Analytics | (2) Google Ads | (3) HubSpot Inbound Marketing

## **HONORS AND ACTIVITIES**

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- **Selected to Speak for the RetireeFirst Board and at the Growth Summit in 2023 & 2024**
  - 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 improve industry knowledge and advance members' careers
- **Founder of College Lifestyle Website - The Ramen Budget**
  - Started in Advanced PR Writing 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 the highest GPA in the program, nominated by the department head

## **SOFTWARE EXPERIENCE**

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Adobe Experience Manager | Salesforce | HubSpot | Jasper.ai | Zapier | Informz | Real Magnet | Pardot | Higher Logic | GA4 | ON24 | Microsoft Copilot | Hootsuite | Constant Contact | Google Tag Manager | Wix | YourMembership | iMIS | DNN | WordPress | Squarespace | CrowdCompass | Buffer | Adobe Analytics | Google Ads | Illustrator | CadmiumCD | Ektron | Ion | Personify