

JUSTIN WELNACK

AI-First Marketing Director | Integrated Content Engine • Launch Marketing • Funnel Strategy

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PROFESSIONAL SUMMARY

AI-native marketing director who builds unified, systematized marketing departments — one briefing process, every channel pulling the same direction. Built a B2B demand engine from zero to a **17x MQL increase in 18 months** on a lean team by defaulting to leverage over headcount: custom Claude agents and governed AI workflows cut production time **40%**. Grew organic discovery **500 → 48,000 monthly page views in six months**, rebuilt email into a revenue channel (open rates 18% → 42%), and set an all-time Amazon ad revenue record at a **26.39x peak ROAS**. Trained on launch cycles before "launches" were a SaaS term: 20+ years of broadcast ratings sweeps — twice-yearly, high-intensity windows where the revenue number was mine.

CORE COMPETENCIES

Integrated Content Engine (Paid • Organic • Email • Social) • Launch & Campaign Architecture • Funnel Strategy & Conversion Optimization • AI-First Systems & Workflows • Demand Generation • Email & Lifecycle Marketing • Creative Briefing & Brand Direction • Performance Analytics (CAC, LTV, ROAS) • Team Leadership & Department Building • Revenue Ownership

TECHNICAL SKILLS

- **AI-First Stack (Daily Builder):** Claude (custom agents, Skills, governed content systems), ChatGPT, Gemini; no-code automation with Make and Zapier
- **Channels:** Google Ads (certified: Search, Display, Video, Shopping, Apps), Meta, LinkedIn Campaign Manager, Amazon Ads, SEO/content, email (HubSpot), organic social
- **Funnel & Lifecycle:** HubSpot marketing automation, lead scoring, nurture journeys, landing pages, segmentation
- **Measurement:** Google Analytics, HubSpot attribution, ROAS/CAC analysis, single-dashboard executive reporting

PROFESSIONAL EXPERIENCE

Marketing Director | Primedia Network

May 2026 – Present

Title of record: Digital Marketing Manager

- Running marketing across a portfolio of in-house brands and national client accounts on AI-first systems — one creative process feeding web, email, social, and paid.

Marketing Director | TSC Americas (B2B Industrial Technology)

Oct 2023 – May 2026

Title of record: Content Manager — named internal owner of HubSpot CRM and marketing automation

- **Built the demand engine from zero:** no MQL pipeline in 2023, scaled to 60+ leads in 2024 and 90+ in 2025 — a 17x MQL increase in 18 months — through automated HubSpot workflows for nurturing, activation, events, and B2B campaigns.
- **Unified content engine:** one AI-governed briefing and production system fed paid, organic, email, social, and events — content production time down 40% with strict brand and accuracy controls.
- **Funnel ownership:** built scoring, routing, and nurture architecture in HubSpot; diagnosed and fixed conversion drops with data, not guesswork — email open rates from 18% to 42%.
- **Marketplace pricing & promotion:** set the all-time company record for monthly Amazon advertising revenue (March 2026), architecting a Sponsored Display strategy that peaked at 26.39x ROAS.
- **Attribution & reporting:** unified Google, Amazon, and LinkedIn advertising performance inside HubSpot, giving leadership single-dashboard visibility into spend, pipeline, and ROI.

Marketing Director | ASAR Digital (SAP Partner Ecosystem)

Mar 2022 – Mar 2023

Promoted from Creative Director

- Engineered an SEO and inbound content engine that grew monthly homepage traffic from 500 to 48,000 page views within six months.
- Built the demand-generation infrastructure behind 50% year-over-year revenue growth and ASAR's selection to the Inc. 5000.
- Built a global newsletter program from zero to 9,200+ subscribers in under a year; doubled LinkedIn from 5,000 to 10,000 followers in 14 months.

Marketing Director | Gray Media (NBC Fort Wayne)

Oct 2019 – Mar 2022

Title of record: Marketing Manager

- Twice-yearly ratings "launch windows" (sweeps): owned campaign architecture, channel sequencing, and real-time optimization that took NBC and MeTV affiliates from #3 to #1 — "Station of the Year" 2019 and 2020.
- Raised \$270,000+ for local COVID victims through high-impact digital and broadcast campaigns.

Earlier Career | Broadcast Creative Leadership — Hearst Television, E.W. Scripps, TEGNA, ABC/Disney

- Creative Director and Senior Producer roles across major-market affiliates (Hearst, E.W. Scripps, TEGNA, ABC/Disney); Hearst Television Academy Editorial Board; led WAPT to an all-time Nielsen ratings record and WUSA 11pm news (Washington, D.C.) to its highest ratings in 25 years.

EDUCATION & CERTIFICATIONS

- **Indiana University** — Journalism Major, Business Minor · **Bradley University** — Radio/TV Major, Marketing Minor
- HubSpot Email Marketing Certification · Google Ads (Search, Display, Video, Shopping, Apps) · Google Analytics

AWARDS

2x Emmy Winner (7x Nominee) · National Telly Gold (4x Telly Winner) · Promax International Silver Winner