

JUSTIN
WELNACK

MARKETING DIRECTOR

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CORE EXPERTISE

Demand & Performance

Demand Gen, Paid Media (Google, Meta, Amazon), SEO/SEM, GTM Strategy

Marketing Operations

MarTech, Automation, Email, Funnel & Pipeline Engineering

AI & Automation

Claude (Agents, Skills, Governance), Gemini, HubSpot Workflows

Creative Leadership

Creative Direction, B2B Storytelling, Content & Brand Strategy

PLATFORMS

CRM & MarTech

HubSpot Administration, Salesforce, SAP Ecosystem

Advertising

Amazon Ads (ROAS), Google Ads, LinkedIn Campaign Mgr

Creative Suite

Adobe Creative Suite, Multi-Channel Orchestration

EDUCATION

Indiana University

Journalism Major, Business Minor
Writer, Indiana Daily Student

Bradley University

Radio/TV Major, Marketing Minor
Tom O'Connor Scholarship

CERTIFICATIONS

- ▶ HubSpot Email Marketing
- ▶ Google Ads — Search, Display, Video, Shopping, Apps
- ▶ Google Analytics

PROFESSIONAL SUMMARY

Systems-focused marketing leader with 15+ years engineering high-conversion revenue engines. An Emmy-, National Telly Gold-, and Promax-winning broadcast storyteller — hands-on as producer, writer, and editor — who now builds AI-driven performance marketing systems. Expert in orchestrating HubSpot and Claude automation workflows that grow social audiences 100%+, scale email deliverability, and turn marketing channels into measurable customer-acquisition engines.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | **Primedia Network** May 2026 – Present

- Recruited to overhaul web, email, and social marketing across a portfolio of in-house brands and national client accounts, operating at CMO scope.
- Building unified, AI-driven content and demand-generation systems that scale performance across every channel.

Content Manager | **TSC Auto ID Technology** Oct 2023 – May 2026

- Built custom marketing-automation agents using Claude, Gemini, and HubSpot to cut social, YouTube script, and webinar production time by 40%; created custom Claude “Skills” for enterprise-grade brand governance.
- Inherited a zero-MQL baseline in 2023 and built a scalable demand-generation engine, driving 60+ leads in 2024 and 90+ in 2025 via automated HubSpot workflows.
- Orchestrated multi-platform demand campaigns for RFID-enabled hardware, driving a 17x increase in MQLs within 18 months.
- Spearheaded HubSpot data-cleansing that scaled email deliverability from 300 to 12,000 contacts and lifted open rates from 18% to 42%.
- Engineered a new all-time company record for monthly Amazon revenue (Mar 2026) via a Sponsored Display strategy delivering a peak 26.39x ROAS.

Marketing Director | **ASAR Digital** — promoted from Creative Director Mar 2022 – Mar 2023

- Designed the demand-generation infrastructure that fueled 50% year-over-year revenue growth, contributing to ASAR’s selection for the Inc. 5000 list.
- Built a scalable SEO and inbound engine that grew monthly homepage traffic from 500 to 48,000 page views within six months.
- Launched a global newsletter ecosystem from zero, securing 9,200+ subscribers in under a year; scaled LinkedIn from 5,000 to 10,000 followers in 14 months.

Marketing Manager | **Gray Media (NBC Fort Wayne)** Oct 2019 – Mar 2022

- Leveraged audience data and digital automation to move NBC and MeTV affiliates from #3 to #1 in the market.
- Raised \$270,000+ for local COVID relief through integrated digital and broadcast campaigns (creator of the #ENDHUNGER textathon).
- Contributed to back-to-back “Station of the Year” honors (Indiana Broadcasters Association, 2019 & 2020).

EARLIER EXPERIENCE — BROADCAST CREATIVE LEADERSHIP

Creative Director | **E.W. Scripps** 2018

Led brand and content marketing across TV, web, and social for major-market affiliates.

Creative Director | **Hearst Television** 2013 – 2018

Hearst TV Academy Editorial Board; directed WAPT to an all-time Nielsen station ratings record.

Senior Producer | **TEGNA (WUSA, Washington D.C.)** 2010 – 2013

Led 11pm news to its highest television ratings in 25 years; Emmy winner for Best News Promotion.

Creative Producer | **ABC / Disney** 2002 – 2008

Produced multi-platform broadcast creative — the foundation of an Emmy-, Telly-, and Promax-winning storytelling career.

AWARDS & LEADERSHIP

Awards: 2x Emmy Winner, 7x Emmy Nominee, National Telly Gold (4x Telly Winner), Promax International Silver Winner — as producer, writer, and editor.

Leadership: Hearst Television Academy Editorial Board; Hearst Task Force on Police Brutality; Hearst Opioid Task Force. Creator of the #ENDHUNGER textathon.