

# Mark McNeillie

## Brand Strategy & Digital Marketing Architect

Lakewood, CO 80226 • mark.mcneillie@gmail.com • 303-990-7028 • [mmcneillie.com](http://mmcneillie.com)

### PROFESSIONAL EXPERIENCE

---

#### TENNYSON CENTER FOR CHILDREN

Denver, CO

##### Manager of Marketing and Communications

APRIL 2026-JULY 2026

- Led integrated digital marketing campaigns across web, social media, email, and print to support fundraising initiatives and community events, contributing to more than \$100,000 raised from a single event.
- Increased Facebook engagement by 43% over the previous 90-day period through targeted content and social media optimization.
- Developed digital and print marketing materials using Adobe InDesign and Canva, maintaining consistent brand messaging across campaigns and communications.
- Managed WordPress website content, landing pages, and copy updates to improve user experience, engagement, and content effectiveness.
- Supported the launch and promotion of a new fundraising platform through coordinated marketing campaigns and audience communications.
- Created and produced visual content for social media, donor communications, events, and broader marketing initiatives.
- Partnered with development, communications, and leadership teams to execute integrated marketing strategies, campaigns, and event promotions.

#### BUSINESS ENTERPRISE INSTITUTE, INC.

Denver, CO

##### Digital Marketing Strategist

NOVEMBER 2024-SEPTEMBER 2025

- Developed and executed a comprehensive digital marketing strategy that increased website traffic 167% within 90 days.
- Supported the launch of a financial SaaS product through coordinated website, email, webinar, and organic social campaigns.
- Increased LinkedIn unique visitors by 32% through content strategy and audience engagement initiatives.
- Optimized website copy and landing pages for SEO and improved user experience.
- Managed HubSpot CRM, marketing automation, email campaigns, lead nurturing, and sales sequences.

#### ABA TECHNOLOGIES

Remote

##### Marketing Strategist

MAY 2022-June 2024

- Led marketing strategy development for the launches of more than 10 different products across four departments
- Managed ad campaigns across multiple platforms, including Google Ads, Meta, LinkedIn, and Email
- Responsible for copywriting for all social media posts and ads
- Edited and designed monthly blogs for clarity and SEO
- Successfully moved sales, customer service, and marketing teams to HubSpot CRM
- Redesigned the company's monthly marketing analytics report based on leadership feedback

#### KEYSTONE SYMPOSIA ON MOLECULAR & CELLULAR BIOLOGY

Silverthorne, CO

##### Digital Marketing Manager

May 2021-April 2022

- Designed and implemented email marketing campaigns for 50 events around the world
- Managed successful pay-per-click campaigns for events and fundraising initiatives
- Transitioned the company to HubSpot Marketing Hub

- Facilitated chat rooms for multiple virtual conferences
- Provided tech support for virtual conference social events

## **EDUCATIONAL MARKETING GROUP**

**Parker, CO**

### **Writer, PR and Marketing Specialist**

**Jan. 2018-Sept. 2020**

- Managed pay-per-click campaign for multiple clients
- Created ad copy for Google Ads, Meta Ads, email marketing, as well as physical media
- Managed earned media campaigns, including drafting and distributing press releases, pitching media, and setting up client interviews
- Produced regular client analytics reports

## **EDUCATION**

---

### **UNIVERSITY OF COLORADO**

**Boulder, CO**

*Bachelor of Science, Journalism News-Editorial*

## **ADDITIONAL INFORMATION**

---

- Core Competencies: Digital Marketing, Social Media Management, Search Engine Optimization, Content Creation, Copywriting, Client Relationship Management, Attention to Detail
- Technical Skills: HubSpot Marketing Hub, ActiveCampaign, MailJet, Google Analytics, Google Ads, Meta Ads, LinkedIn Ads, Drupal CMS, WordPress, Squarespace, HubSpot Content Hub, Wix, Moz, SEM Rush, HotJar, Hootsuite, Cision, Monday.com, Teamwork.com, Asana, Canva, Adobe Suite, Google Docs, DropBox, Microsoft Office, Microsoft Teams, Slack, Zapier
- Certifications:
  - o HubSpot Academy, HubSpot Marketing Software (Aug. '23)
  - o HubSpot Academy, Content Marketing (Sept. '24)
  - o HubSpot Academy, SEO (Sept. '24)