

Mark McNeillie

Media & Communications Strategist | Digital Marketing Architect

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PROFESSIONAL EXPERIENCE

BUSINESS ENTERPRISE INSTITUTE, INC.

Denver, CO

Digital Marketing Strategist

NOVEMBER 2024-SEPTEMBER 2025

- Designed and executed a comprehensive marketing and communications plan, driving a 167% increase in website traffic within 90 days.
- Supported launch of a new financial SaaS product with messaging, press copy, email campaigns, webinars, and social content.
- Managed media messaging across LinkedIn, increasing unique visitors by 32%.
- Oversaw CRM communications (HubSpot) for outbound campaigns, sales sequences, and brand storytelling.
- Developed and edited content across multiple channels, ensuring clear voice, consistency, and SEO optimization

ABA TECHNOLOGIES

Remote

Marketing Strategist

MAY 2022-JUNE 2024

- Directed multi-channel communications strategy for more than 10 product launches across four departments.
- Oversaw ad and content campaigns across Google Ads, Meta, LinkedIn, and email, balancing paid and earned media approaches.
- Crafted messaging for social media, blogs, and stakeholder updates, aligning content with organizational priorities.
- Migrated sales, customer service, and marketing teams to HubSpot CRM, strengthening alignment of external communications.
- Redesigned executive-level marketing and communications reporting to highlight ROI and KPIs.

KEYSTONE SYMPOSIA ON MOLECULAR & CELLULAR BIOLOGY

Silverthorne, CO

Digital Marketing Manager

May 2021-April 2022

- Designed and implemented communications campaigns for 50 global scientific events, including fundraising and media outreach.
- Developed press and donor communications, integrating media relations into fundraising strategies.
- Launched and managed HubSpot Marketing Hub transition, streamlining stakeholder communications.
- Facilitated virtual event communications, including moderating discussion forums.

EDUCATIONAL MARKETING GROUP

Parker, CO

Writer, PR and Marketing Specialist

Jan. 2018-Sept. 2020

- Managed earned media campaigns, including drafting and distributing press releases, pitching stories, and coordinating interviews.
- Developed ad copy, media briefs, and email campaigns for higher education clients.
- Reported on campaign performance and provided communications analytics to guide client strategy.
- Wrote and edited content for websites and blogs, ensuring alignment with brand voice.

EDUCATION

ADDITIONAL INFORMATION

- Core Competencies:
 - Media & Communications: Press Relations, Message Development, Stakeholder Engagement, Speechwriting, Crisis Communication
 - Marketing & Digital: Campaign Strategy, Social Media, SEO, Paid Media, Analytics, Copywriting
 - Leadership: Cross-Team Collaboration, Storytelling, Executive Communications, Client Relationship Management
- 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:
 - HubSpot Academy, HubSpot Marketing Software (Aug. '23)
 - HubSpot Academy, Content Marketing (Sept. '24)
 - HubSpot Academy, SEO (Sept. '24)