

Christopher Spann

Hands-On Senior Marketer | Integrated Campaigns · Marketing Systems · Creative · Applied AI

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Summary

Senior marketer who builds the things marketing needs and doesn't have. I turn loosely defined opportunities into practical campaigns, systems, content, and tools people can actually use. My work spans integrated demand generation, HubSpot workflows, WordPress, sales enablement, video, analytics, and practical uses of AI. Most recently, as Director of Growth Marketing at Structured, I stayed close to execution while helping shape what needed to be built, how it should work, and how it connected across Marketing and Sales. My design background helps me make complex work clear, usable, and consistent.

Core Skills

01

Build

integrated campaign systems · HubSpot automation, nurture, and lifecycle workflows · diagnostic assessments · landing pages · WordPress · AI-assisted marketing tools

02

Create

campaign messaging · web and blog content · sales collateral · infographics · scripted video, narration, and editing · brand and creative direction

03

Simplify

sales enablement · self-service content hubs · buyer journey messaging · audience targeting · analytics interpretation

04

Execute

campaign delivery · webinar production · campaign tracking and reporting · agency and vendor direction · cross-functional work with Sales, Sales Ops, and developers

Experience

Structured · Director of Growth Marketing

Apr 2022 – Aug 2026

B2B partner-marketing SaaS company. Hands-on role spanning campaigns, marketing systems, sales enablement, web, video, and analytics.

- **Integrated Demand Generation:** Built the campaign system around The Activation Gap, a CEO-sponsored thought-leadership webinar: pre-event WordPress registration, HubSpot nurture, and Zoom Webinar setup; behind-the-scenes live-event support; and post-event segmented follow-up, a three-part blog series, infographics, LinkedIn creative, UTM-tracked links, and 12–14 promotional video clips.
- **Diagnostic Lead Generation:** Turned a sales-identified distributor opportunity into a working, pre-launch scored assessment with five diagnostic dimensions, personalized reporting, gated lead capture, and HubSpot-to-Salesforce handoff requirements. Used Claude to help develop the scoring logic and custom HTML experience; worked with a developer and Sales Ops on the CRM handoff, which was still in development when my role ended.
- **Sales Enablement & Self-Service:** Created sales materials, templates, email signatures, and presentation assets, then built and maintained a self-service resource hub so reps could find current materials without relying on Marketing for retrieval.
- **Web & Landing Pages:** Wrote, designed, and built campaign and category pages in WordPress; connected pages to HubSpot forms and gated content; maintained pages across the agency-built site; and supported Structured's Solutions section rebuild around the company's actual offerings.

- **Video Development & Self-Service Tools:** Scripted, narrated, and edited product launch videos (Edit AI, Drag-and-Drop Editor), repurposed webinars into social content, corrected transcripts and captions, and used Claude to build a browser-based self-service video builder that turns copy into on-brand carousel videos.
- **SEO & Engagement Analysis:** Managed Straight North, Structured's SEO agency, with final approval on recommendations, and worked with them on metadata, indexing, and sitemap updates as the site changed. After the Solutions rebuild, helped compare search and engagement data showing sessions down 53% while engagement rate rose 104%, indicating traffic volume alone didn't capture the full impact.
- **Marketing Infrastructure & Rebrand:** Managed Marketing's side of the structured.ai rebrand across HubSpot, LinkedIn, vendor platforms, and website touchpoints while confirming the website and marketing systems were ready for cutover.

360insights · Senior Marketing Manager

Jan 2021 – Apr 2022

Joined through 360insights' acquisition of Perks Worldwide.

- **Content Platform Implementation:** Led the Uberflip implementation as the company's marketing content platform, integrated with HubSpot.
- **Website & Content Management:** Managed the company website and resource library.
- **Brand Content & Sales Assets:** Designed ebooks, marketing materials, and sales presentation assets within the 360insights brand system.

Perks Worldwide · Senior Creative Marketing Manager

Jul 2006 – Dec 2020

Channel incentives and rewards company, acquired by 360insights in October 2020.

- **Brand System & Rebrand:** Created the Perks Worldwide rebrand without an outside branding agency, including the logo, typography, color palette, visual language, templates, and a self-service brand hub; extended the system across three business units.
- **Website Strategy & Conversion:** Managed the website and was responsible for its performance and conversion, using analytics and behavior data to understand what was working and improve the experience.
- **Marketing Automation & Lifecycle:** Managed email marketing and landing-page programs through the company's evolution from Marketo to Pardot to HubSpot, including workflows, send schedules, and campaign execution.
- **Content & Visual Storytelling:** Designed long-form content, webinar graphics, and promotional materials across the brand, and produced video and presentation assets.
- **Creative Leadership:** Directed and mentored a small design team, set creative standards, and reviewed work.

Tools

Marketing automation and CRM: HubSpot · Salesforce (marketing-to-Sales handoff) · prior experience with Pardot, Marketo, and Mailchimp

Web, content, and analytics: WordPress (Gutenberg) · Uberflip · Google Analytics 4 · Google Search Console · Google Tag Manager · Yoast · Hotjar · Moz

Campaign, webinar, and video: Zoom Webinar · Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere Pro) · Figma · Canva · VEED · Riverside · HeyGen

AI: ChatGPT · Claude · Midjourney

Education

University of Arkansas at Little Rock

Bachelor of Business Administration, Marketing · Bachelor of Applied Science, Psychology