

Jim Hartz

jimhartz450@gmail.com

210-825-4493

SKILLS SUMMARY

Senior Marketing Manager, success in high-value service business sectors: telecommunications, tax loans, network security banking, and insurance

- Senior Marketing Manager with large, national company and small business experience
- Master professional in advertising, lead generation and communications. Skilled in creative strategy, message testing, product launch, and marketing analytics
- Weekly work in direct sales— I am usually the most hands-on, sales-experienced team member on a marketing team

PROFESSIONAL EXPERIENCE

SENIOR MARKETING MANAGER

Feb 2024 – present

IBM – contract advisor to USAA, the Fortune 100 banking and insurance company

- Recruited to meet aggressive campaign launch calendars; deliver new communications tactics/messages
- Proven ability to adjust to new plans and strategy changes in email, social media, search advertising, direct mail, and other channels
- Workload is 250 detailed communications with tight launch deadlines
- Proficiency in Microsoft Office: Excel, MS Word, PowerPoint, IBM Adobe Campaign, Adobe Acrobat, AdTrax, Aprimo, Aprimo Commercial, Access, and Salesforce
- Channel expertise email and text CRM and with contact management software, Google Analytics

DIGITAL MARKETING MANAGER

Jan 2022 – Jan 2024

Ovation Financial Services - Ovation is a specialty lending company for Texas property owners

- Hired to lead \$1M campaign and increase sales through sales lead generation and customer retention
- Led business development, marketing investment and lead generation; established ABM (account-based marketing)
- Improved website for UX/UI (user experience). Added Spanish language
- Created innovative marketing dashboard. Subject Matter Expert for market share, property tax industry. Performed cost/benefit analysis for budget changes
- Optimized advertising using SEO, keyword research, Google ads, Google Analytics, Google Workspace, and direct mail analytics

MARKETING ANALYST
IBM - Contractor

Sep 2019 – Jan 2022

- Recruited to enact campaign calendars. Manage fledgling Small Business promotion and existing RV, Motorcycle, and Boat insurance; worked through Covid pandemic
- Software proficiency in Microsoft Office, IBM Adobe Campaign, and Salesforce

CAMPAIGN ANALYST, MARKETING PROJECT MANAGER
AT&T - AT&T is the world's largest media and entertainment company

AUG 2014 –Jun 2019

- Hired to increase sales using direct marketing. My campaigns ranged \$40,000 to \$1.5 million in size
- Drove cost-effectiveness by creating accurate customer audiences, targeting customers using email, direct mail, SMS, door-to-door, and social media
- Served with stakeholders with timely audience segmentation. Subject Matter Expert (SME) for the complex AT&T database
- Mined customer data for marketing opportunities, chiefly using IBM, Aprimo, Microsoft Office, and Teradata software

MARKETING CAMPAIGN MANAGER
USAA

Jul 2012 – Feb 2014

- Project management of creative initiatives with national advertising agency, Campbell Ewald
- Gained budget approval for marketing investments using ROMI (return on marketing investment), ROI, and cost/benefit analysis
- Increased insurance renewals; exceeded goals. Used email, direct mail, and web-based campaigns
- Enhanced customer experiences and outreach with great creative and audience targeting
- Managed workflow for more than 200 recurring communications. Able to adjust while maintaining compliance to regulations and procedures

MBA, Vanderbilt University, Owen Graduate School of Management
Marketing Concentration, **Merit Scholar**

Nashville, TN

BA, Economics, Washington & Lee University, Dean's List Scholar

Lexington, VA

AI Certificate Program, University of Maryland School of Business (remote)

2025

Social Media and Search Engine Optimization

Continuing, 2019 to present

PQ Positive Intelligence Coaching Program

Complete, 2024