

# Marc Hummel

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## Director of Marketing

Resilient marketing leader with 14+ years of experience advancing business growth at dynamic organizations. Delivers solutions that drive success and create lasting impact by blending creativity with practical problem solving. Collaborates with cross-functional teams to launch new products, build company brands, and develop effective go-to-market strategies.

### CORE COMPETENCIES

Marketing Management & Strategy • Digital Marketing • B2B Marketing • Content Marketing, Strategy, & Writing • Fintech  
Google Ads • Product Marketing • Go-To-Market (GTM) Strategy • Salesforce • Channel Growth • Brand Positioning  
Sales Enablement • Creative Problem Solving • Cross-Functional Collaboration • Workflow Automation • Market Research

### EXPERIENCE

CARDFLIGHT | New York, NY

08/2018-Present

#### Director of Marketing

- Promoted from **Content Marketing Manager** role (01/2020) to support VP in leading marketing function for fast-growing SMB payments software company recognized on Inc. 5000 and Deloitte Fast 500.
- Support four core business strategies: Reseller Channel Growth & Sales Enablement, Brand Positioning & Market Authority, Direct Merchant Acquisition, and Direct Sales Enablement & Support.
- Oversee all marketing initiatives, including major product launches, content marketing campaigns, digital ad campaigns, trade show involvement, content & copywriting, website development, and photo shoots.
- Collaborate with four-person marketing team, managing one direct report (Marketing Operations Associate) and reporting to VP of Marketing. Optimize resource allocation and approval for annual budgets of up to \$545.4K.
- Improved understanding of SMB customer needs through collaboration with Product and Customer Support teams on adapting offerings, leveraging quarterly customer and NPS reports to inform marketing collateral.
- Adapt offerings to complex payment processing needs of modern SMB owners by conducting market research and leveraging Salesforce and quarterly customer reports data to inform marketing collateral.

#### *Select Achievements*

- Contributed to 175% user base growth of signature product (SwipeSimple) within reseller channel, expanding number of users from 45K to 125K+ in six years by partnering with Sales team on optimal selling strategies.
- Grew merchant base from zero to 595 actively transacting merchants in 19 months by scaling direct-to-merchant GTM strategy for SwipeSimple Connect. Collaborated with Risk, Sales, Product, and Senior Leadership teams on launch while creating and testing various content for website, emails, ad copy, and landing pages.
- Enabled real-time lead qualification after developing MQL definition and dynamic web sign-up form, accelerating >24-hour process to facilitate quick, data-driven decision making for Sales team and real-time conversion for digital ad campaign optimization.
- Expanded reach within reseller channel, growing email list from 150 to 1.8K+, through implementation of Salesforce and Marketing Cloud Account Engagement, empowering Sales teams to leverage Salesforce data.
- Drove reseller awareness of new features, product updates, and company news by running digital ad campaigns and developing three ongoing email campaigns with strategic message segmentation.
- Enhanced ability of partners to market products by providing high-quality, customizable marketing content, including one-sheets, custom photography, and videos.
- Improved alignment with simple and easy-to-use product values and audience preferences by leading full website redesign and company rebrand, developing product positioning & copy, and modernizing outdated visual content.
- Positioned CardFlight as payments industry leader after ideating and writing CardFlight Small Business Report during pandemic using first-party transaction data. Report featured in Wall Street Journal, The Atlantic, Bloomberg Television, and additional trade publications.
- Augmented direct-to-merchant inside sales function growth from zero to seven sales reps in five months, partnering with Head of Sales to effectively manage Sales team needs and modify existing workflows for enhanced efficiency.
- Oversaw 4x CRM utilization growth, integrating new functions while expanding Salesforce licenses from 10 to 40+.
- Played pivotal role in business success, including increasing annual revenue 360% over seven years, that catalyzed CardFlight earning significant minority investment from growth equity firm, WestView Capital Partners (2024).

**YOUVISIT (ACQ. BY EAB)** | New York, NY

06/2017-08/2018

**Content Marketing Manager**

- Advanced sales goals for virtual tour software company by creating engaging content for optimized lead generation.
- Built persuasive success stories across five verticals, including travel, talent/career recruiting, advertising & brand agencies, campus college tours, and hospitality & hotels.
- Achieved 20% conversion-to-demo rate through strategic release of 25 case studies in single year.
- Enhanced prospect awareness and knowledge about practical business applications of virtual and augmented reality by developing and writing top-funnel e-books tailored to target verticals; educated customers on content development for unique audiences using innovative technology.

**MONETATE (ACQ. BY KIBO)** | Philadelphia, PA

02/2015-01/2017

**Content Marketing Associate**

- Drove sales enablement, trade show support, and inbound lead generation for enterprise B2B SaaS company using effective marketing strategies.
- Delivered top-quality leads in Ecommerce Quarterly report, collaborating with data scientists and ecommerce analysts to write, develop, and manage report strategy.
- Catalyzed multiple \$250K+ deals by creating multichannel direct mail campaigns alongside demand-generation specialists and field marketers.

**QVC** | West Chester, PA

08/2011-02/2015

**Copywriter**

- Hired in Multichannel Retail division to write online content across web, on-air text, email newsletters, and more for #10-ranked ecommerce property in North America.

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**EDUCATION**

**UNIVERSITY OF PENNSYLVANIA** | Philadelphia, PA

Master of Liberal Arts in Communication Strategy, Research, & Design

**RUTGERS UNIVERSITY** | Camden, NJ

Bachelor of Arts in English; minor in Graphic Design

- *Honors & Awards:* Athenaeum Honors Society Member, Margaret M. Marsh Research Prize Recipient

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**TECHNICAL**

- Adobe Creative Cloud, Blotout, Feathery, Fullstory, Google Ads, Google Analytics, Google Tag Manager, HTML/CSS, LinkedIn Ads, Mailchimp, Marketing Cloud Account Engagement (formerly Pardot), Salesforce REST API, Salesforce Sales Cloud, Webflow, Wistia, Zapier