

## >> Mark Bettenhausen

Dynamic and results-oriented Marketing Professional with a proven track record of driving innovative marketing campaigns and strategies. Leveraging a strong creative background, I excel in developing compelling brand narratives and executing engaging marketing initiatives across multiple channels. With a keen eye for design and a passion for storytelling, I thrive in creating memorable 360 degree brand experiences that resonate with target audiences and drive measurable business results. My ability to blend strategic thinking with artistic flair enables me to lead teams to success in delivering impactful marketing solutions.

## >> Work History

### 2022 - 2024 // TANGENT TECHNOLOGIES // [MARKETING MANAGER](#)

- Achieved an 18% market share growth with the support from B2B demand generation content for three manufacturing divisions, including sales collateral, social media, sell sheets & videos.
- Created and managed a customer education program to teach OEMs and end users about Tangent materials via a web portal, webinar series and marketing collateral. Over 150 OEMs signed up for the STEP program.
- Created and managed brand standards & marketing materials for a B2C furniture brand, including brochures, promotional & trade show items.

### 2020 - 2022 // LEVER INTERACTIVE // [MARKETING MANAGER](#)

- Created and managed 100% of all B2B marketing materials based on research and strategy. New materials included; website, brand guide, videos, social media content, brochure, sales decks, RFPs and blogs.
- Created and produced digital display ads for Lever clients, including healthcare giant, BlueCross BlueShield. Conversions increased 630% month-over-month, with a 2,895% increase in CVR.

### 2017 - 2020 // METAL PARTNERS INTERNATIONAL // [MARKETING DIRECTOR](#)

- Created and managed a rebranding of a B2B manufacturing company within the construction industry, based on research and strategy.
- Created and managed new marketing materials including; website, brand guide, videos, social media content, brochure, sales decks, blogs, trade show design, customer events, email campaigns and business collateral.
- Achieved increased website traffic by 550% year-over-year.
- Created and managed SEO strategy which increased Google rankings from page 16 to page 1 for relevant keywords.

### 2015 - 2017 // THE Mx GROUP // [ART DIRECTOR](#)

- Art directed & created brochures, marketing campaigns, emails, print ads, digital ads and sell sheets for Zekelman Steel, a B2B manufacturing company within the construction industry.
- Art directed & created a sales binder, sell sheets and print ads for Tsubaki Chain, a B2B manufacturing company within the construction industry.

### 2010 - 2015 // TMP WORLDWIDE // [ASSOCIATE CREATIVE DIRECTOR](#)

- Art directed & created a new careers website, social media content, digital media and print ads for Boeing, a major aerospace company. A 5 year client facing role.
- Directed a team of writers and designers on Laureate (Education), Valvoline (Retail) and TGIFriday's (restaurant) accounts.

## >> Skills

Adobe Creative Suite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe AfterEffects, Adobe Premiere, Generative AI, SEO, Wordpress, Sketch, Figma, Asana, HubSpot, Shopify, Word, PowerPoint, Web Design, UX/IX, Video Production, Video Editing, Art Direction, Creative Direction, Graphic Design, Copywriting, Leadership, Marketing Strategy, Project Management, Analytics, Webinars, Social Media Content, Digital Ads, Google Ads, Trade Show Management, Budget Planning, Budget Management, Demand Generation, Lead Generation, Sales Enablement

## >> Education

Illinois Institute of Art-Schaumburg  
B.F.A. Multimedia & Web Design