

Justin Wichterman

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Senior Marketing Associate/Coordinator ■ Branding

Dynamic marketing professional with an MBA from Johns Hopkins University and a strong foundation in B2B Technology IT and AI-focused brand marketing, digital strategy, and campaign management. Known for entrepreneurial spirit, creative problem-solving, and an unwavering commitment to delivering impactful and strategic marketing solutions.

- Hands-on experience driving social media and email campaigns to optimize client acquisition and engagement.
- Skilled in aligning marketing efforts with business objectives and generating insights that support strategic marketing, branding strategy, and decision-making.
- Proficient in Salesforce, Hootsuite, Trello, SEMrush, Microsoft Excel, Microsoft PowerPoint, Adobe Premiere Pro, MS Outlook, Adobe AI.

Areas of Expertise:

Strategic Marketing
Client Relationship Management
Project Management
Social Media, Email & Digital Marketing
Competitive Analysis
Web & Data Analytics
Team Coaching & Training
Vendor Management
Communications & Public Speaking
Lead Generation

PROFESSIONAL EXPERIENCE

SENIOR MARKETING COORDINATOR ■ Carahsoft Technology Corp – Reston, VA (Remote from Tampa) Jan 2025 – Present

Versatile Digital Marketing & Event Marketing Strategist specializing in B2B full-funnel execution for technology, IT, and AI firms (from Fortune 50 to startups). Proven ability to drive lead generation and customer conversion by leveraging data-driven content and channel optimization across the entire marketing mix.

- **Full-Funnel B2B and B2G Campaign Leadership:** Directed marketing and branding strategies for 20+ technology and AI vendors generating multiple \$50K+ leads by optimizing conversion across email, content, and paid social channels.
- **High-Performance Email Execution:** Personally launched 100+ campaigns with above-average performance, driving a 5% Conversion Rate, 3.1% Open Rate, and 3.2% Click-Through Rate (CTR), while leveraging CRM integration to ensure seamless sales follow-up and lead qualification.
- **Strategic Content & Webinar Management:** Created and promoted 6+ webinars and developed technical content (white papers, one-pagers) that supported sales cycles, built brand authority, and drove registrations.
- **Trade Show & Cross-Channel Optimization:** Managed all logistics for B2G and B2B trade shows and events (from contracting, invoicing, and shipping to PR activities) and executed coordinated social media campaign promotion via LinkedIn, Facebook, Google Ads, and podcasts to maximize event attendance and overall market reach.

CLIENT ADVISOR SALESPERSON ■ Louis Vuitton – McClean, VA

Jan 2024 – Jan 2025

Moved clients through the luxury sales pipeline at a 20% conversion rate consistently each quarter and coordinated an average of \$125,000 in revenue a month by hitting cross-selling goals by more than 23% monthly.

Additional Experience: Marketing Associate at Amplio Inc, Finance Intern at Qualcomm, Communications Intern at the U.S. Chamber of Commerce, and Intern for Congresswoman Barbara Comstock.

EDUCATION, TRAINING & CERTIFICATIONS

Master of Business Administration (2024) | Johns Hopkins University
Bachelor of Science, Management and Marketing | Grove City College
Email Marketing, SEO, and Inbound Marketing Certifications | HubSpot
Salesforce & BlackBaud (CRM Database)
Google Analytics & Google Ads Certification (Digital Marketing)