

Justin Wichterman

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Marketing Associate ■ Marketing Coordinator

Dynamic marketing professional with an MBA from Johns Hopkins University and a strong foundation in B2B and luxury 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 from founding a marketing agency and 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, Microsoft Office, SEMrush, Microsoft Excel, Microsoft PowerPoint, Adobe Premiere Pro, MS Outlook.

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

MARKETING COORDINATOR ■ Carahsoft Technology Corp – Reston, VA

2025 – Present

Managed a broad range of marketing contracts, advertising services, and general marketing objectives for The Trusted Government IT Solutions Provider. Supported Federal, State, and Private Sector entities in their marketing campaigns.

- Managed marketing contracts for large businesses including Redhat and Atlassian. Drafted Press releases, managed email campaigns, produced marketing plans, coordinated webcasts, and aided in PR activities.

MARKETING & PHOTOGRAPHY CONSULTANT ■ UBrand LLC – Oakton, VA

2024 – Present

Founder and operations manager of a marketing agency providing consulting and marketing services to small to mid-sized businesses (SMBs) seeking to market themselves as luxury brands. Manage all aspects of the business from day-to-day operations to client acquisition, marketing, and product development.

- Leveraged KPIs and CRM software to monitor performance, manage the business, and aid new product launches.
- Drove marketing efforts and product sales through coordinated social media and digital marketing strategies and engagement across various platforms (Instagram, YouTube, Facebook, TikTok).

MARKETING ASSOCIATE ■ Amplio Inc. – Remote

2020 – 2021

Provided e-commerce and marketing support for the CEO and Marketing Director of this tech startup.

- Identified new target market and created new marketing plan, driving a higher TAM of \$1B+.
- Overhauled marketing strategy, brand plan, and business processes, leading to elevated marketing strategies.

Additional Experience: Luxury Sales Rep. for Louis Vuitton, Finance Intern at Qualcomm, and Communications Intern at the U.S. Chamber of Commerce.

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 (CRM Database)
Google Analytics Certification (Digital Marketing)