

John Santangelo

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Summary

Strategic B2B growth marketing strategist and builder, experienced in designing and executing demand generation and account-driven GTM that drive measurable business impact. Deep expertise in advertising (paid search and social), SEO/AEO, and marketing operations. I bring a hands-on, outcomes-focused approach to every opportunity, with fluency in the full-stack of modern marketing tools and AI.

Experience

Atrium

Staffing and Contingent Workforce Services, \$500M Revenue, New York, NY.

Senior Director Digital Marketing, 10/2023 – Present

- Created and implemented the company's first true ABM and demand generation frameworks and campaigns, resulting in 42% SQL growth and 35% increase in high-intent (hand-raiser) leads YoY.
- Implemented a hybrid measurement framework (qualitative and quantitative data) to track marketing program impact on pipeline.
- Launched and regularly update new employee advocacy platform to better enable the entire company to share Atrium content and messaging across individual's social media networks, increasing branded-content impressions on LinkedIn by 51% YoY.
- Built and used Retrieval-Augmented Generation (RAG), automation platforms, and other AI tools to accelerate marketing research, analysis, operations, and production.

Object Edge

Digital Commerce, CPQ, and Data Consultancy, <\$50M Revenue, Walnut Creek, CA.

Director of Demand Generation, 01/2023 - 10/2023

- Increased pipeline by 26% YoY through strategic development and execution of ABM programs, running 1:1, 1:Few, and 1:Many campaigns that were driven through paid social, email, webinars, and intimate events (in-person and virtual).

Wrike

Work Management SaaS, \$200M Revenue, PE-owned, San Diego, CA.

Demand Generation Manager, 05/2022 - 12/2022

- Developed multichannel B2B marketing programs to capture demand and accelerate buying cycles with a focus on enterprise professional services accounts.
- Optimized campaign performance through continuous testing and data analysis.

ClearEdge Marketing

Marketing Agency focused on Talent and HR Tech (e.g., AMS, Beeline, and WorkLlama), <\$50M Revenue, Chicago, IL.

Head of Digital Marketing, 08/2020 - 11/2021

- Built the fastest growing and most profitable practice within the agency by leading digital marketing strategy and serving as SME on sales and discovery calls.
- Directed and executed SEO, advertising, email marketing, and strategy programs for clients.
- Mentored team members while establishing standardized processes and best practices.

The Adecco Group North America

Staffing and Contingent Workforce Services, Fortune Global 500, New York, NY and Jacksonville, FL

VP Digital and Inbound Marketing, 08/2013 - 01/2020, Director of Digital Marketing, 03/2011 - 08/2013,

Digital Marketing Manager, 07/2010 - 03/2011, Internet Marketing Manager, 05/2008 - 07/2010

- Over a nearly 12-year tenure at the Adecco Group, I created and led the digital and content marketing teams for the North American market, developing scalable strategies across business units. Highlights include:
- During a marketing automation platform transition, I led a reboot of the B2B marketing strategy in collaboration with enterprise sales to improve collaboration, lead response management, overall performance, and implement SLAs.
- Developed multichannel campaigns that consistently outperformed previously outsourced efforts, and generated sales pipeline through email, search, content marketing, and advertising initiatives.
- Co-developed a skunkworks analytics tool and reporting framework that demonstrated the effectiveness of marketing programs through revenue, allowing for a \$1M savings in advertising with no negative impact on pipeline.

First Coast Service Options Inc.

Medicare Administrative Contractor, Jacksonville, FL.

Project Analyst, 01/2007 – 05/2008

- Project lead on all website initiatives, with a focus on increasing customer satisfaction scores using voice of the customer tools.

Certifications and Education

HubSpot Academy: Marketing Hub Software, Revenue Operations

LinkedIn Marketing Labs: Certified Marketing Insider, Content and Creative Design, Marketing Fundamentals, Marketing Strategy

General Assembly: Certified Marketer CM1

Roger Williams University: Bachelor of Science in Computer Information Systems

Growth Marketing Profile

Core Growth Marketing Expertise:

Demand generation, account-based marketing (ABM)/account-driven GTM, paid social and search advertising (LinkedIn, Meta, Google, Microsoft/Bing), organic search engine optimization (SEO), answer engine optimization (AEO), multi-channel content strategy and production (landing pages, email, social media, ads, small events, sponsorships), campaign optimization and performance analysis.

Strategic Foundation:

Customer and audience research, ICP development, messaging, positioning, competitive analysis, integrated GTM strategies, growth frameworks.

Marketing Operations:

Marketing automation, account and contact-level intent, lead scoring, lead response management, workflow optimization, data and system integrations, vendor selection and management, AI for analysis, operations, and production.

Marketing Tech Stack:

ahrefs, Clay, Descript, Fibbler, Google Analytics, Google Search Console, Google Tag Manager, HotJar, HubSpot, metadata, Marketo, Profound, Salesforce, Screaming Frog, Vector, WordPress, and Zapier.