



James Korte is a
Creative Marketing & Design Director

1165 Pineknott Drive
Cincinnati, Ohio 45238

(513) 319-5065

james.m.korte@gmail.com



Work Accomplishments

2023		MARKETING STRATEGY MANAGER, US
2022		<ul style="list-style-type: none"> Designed and executed a data-informed content strategy across social and owned properties Mentored and managed a cross-functional creative team on bleeding edge content creation techniques and social distribution best practices
2021		
2020		PARTNER MARKETING MANAGER, GLOBAL
2019		<ul style="list-style-type: none"> Led growth and campaign execution for a B2B demand and lead generation program for global IT distributor Grew top line program revenue from \$100k to \$750k between 2016 and 2020 Led Hubspot implementation and served as in-house SME Retained 100% of hires for over 5+ years
2018		
2017		
2016	POSSIBLE	MARKETING PROGRAM MANAGER, P&G TEAM
2015		<ul style="list-style-type: none"> Managed creative build and launch of GilletteShaveClub.com Awarded Gold Addy for 2015 Downy GoPro Video [Producer] Increased team utilization from 82% to 125% between '14-'15
2014		
2013		DESIGN TEAM/MARCOM LEAD
2012		<ul style="list-style-type: none"> Client-side management of global website re-build Established global company brand standards Managed vendor email marketing program
2011		
2010		INTERACTIVE DESIGNER
2009		<ul style="list-style-type: none"> Conceptualized, shot, edited, and delivered audio/video podcast for the advertising industry Led development for all company identity across the web and social
2008		DIGITAL DESIGNER
2007		<ul style="list-style-type: none"> Served in various capacities on game night crew Designed 2008 season ticket package Winner of the Best Arena Experience at 2007 IDEA Conference
2006		

Skills Inventory

- Marketing/Creative Team Leadership
- Marketing and Campaign Planning
- Content Strategy
- Art Direction and Design
- Video Production and Editing
- Copywriting
- Podcasting and Hosting
- Paid Social Advertising
- Measurement and Analytics
- Public Speaking and Presentation

Great marketers are observant.

I spot trends. I move fast. I provide clarity, and I take action. I've built a skill set that enables me to quickly bring ideas to life and manages cross-functional teams from a place of hands-on experience.

I believe it's the job of marketing to make things simple. My approach is to find out what we're up against, and create something—content, messaging, experiences—that are markedly better.

This help the companies I work for earn attention, strengthen our reputation in the market, and rank in search across digital platforms.

I have a desire to be outstanding at the things I spent my time doing; and my professional is no exception. I really love this stuff.

Tools



Education

OHIO UNIVERSITY - ATHENS, OH - GRADUATED 2005
BS, Visual Communication: Interactive Multimedia
Minor: Film Studies

