

John McElhenney

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SUMMARY

Focused professional with extensive experience in marketing, customer journey enhancement, demand generation, and marketing and search success programs. As a team lead or contributor, John works collaboratively and independently to drive process optimization using creative ideation, ai-enhanced content execution, and data-driven performance enhancements. Creates innovative digital marketing programs to accelerate reach, increase revenue, and improve customer retention. Known for proactive involvement in articulating client requirements into strategic business and sales plans. With experience managing cross-functional teams with global reach, John multitasks in fast-paced environments while keeping laser focused on the site visitor goals and lead nurturing toward signed business.

EXPERIENCE

Chief Marketing Officer

Iterativ.ai – Venture-funded AI Business Accelerator

February 2024 - Present

Leading the branded startup motions of four distinctive AI startups.

- **Clickthis.ai** for staffing and marketing team enablement
- **Fluent Social** – for design, marketing, and seo
- **Tequil.ai** – funding, leadership, and business management
- **Uber.la** – content, marketing, and growth strategies

Sr. Manager Content UX

Digital Realty – Global Data Center Leader

July 2022 – February 2024

- Led the content team writing a net-new website (launched May 2023) achieving 23% increase in engagement.
- Established process and agile leadership for global content creation (Jira, Confluence, Slack, Miro, Figma).
- Coordinated executives, stakeholders, and global team for creative development, execution, and deployment.
- Defined innovation projects for online engagement: customer community portal, AI leadership page.

Sr. Community Manager

WellSky – SaaS Healthcare Platform

August 2021 - June 2022

- Creative executive leading the launch and transformation of the customer experience online.
- Launched Online Support Hub for six of WellSky's value-based healthcare business channels using
- Led developments of new Salesforce Lightning Communities and established SearchUnify (ai-powered search)
- Creative ideation and production of supportive content along all stages of the customer journey.
- Day-to-day management, measurement of effectiveness, and roadmap planning of ongoing and future community development.

Digital Marketing Consultant

Fluent Social – Full-Service Digital Marketing

January 2009 - July 2021

- Digital program management, creative direction, influencer leadership, and search/social acceleration.
- Digital marketing lead for several national brands (demand generation, social media engagement, content marketing, pay-per-click advertising, and search engine optimization)
- Content planning, execution, and measurement (team lead, editor, moderator, contributor, content calendar champion, writer, results optimization, and measurement)
- Creative ideation and production of supportive content along all phases of the customer journey with a clear understanding of the unique needs of each persona
- Brand message mapping for each channel and potential visitor (user, journalist, industry professional)
- Representative clients included: Dell, Intel, Apple, 3M, and Amazon.

Sr. Online Marketing Director

Ivy Worldwide – Influencer Marketing + GTM

March 2012 - March 2014

- Developed and led the digital marketing plans for a newly launched iPhone app. Plan included social marketing, influencer marketing, community development, online advertising (Facebook, LinkedIn, Google).
- Apple App Store optimization, and coordination with national industry leaders in cooking and recipe development.

Sr. eBusiness Consultant

Dell Technologies

March 2007 - January 2009

- Directed visitor analysis and redesign of Healthcare and Federal Government online business portals increasing sales in both segments (FED generated \$500K sales in first week after launch)
- Authored and facilitated new design UX templates and content syndication for all large business online sales portals.
- Internal ambassador and project manager for Dell's VOSTRO "I Believe" GTM roadshow and global product launch

Interactive Director

Tocquigny Interactive and Marketing

November 2006 - February 2007

- Interactive team leader and strategist for agency accounts.
- Managed the creation and execution of numerous online programs across all clients (project management, budget, launch) including full UX research and branding of LovelsRespect.org.

Content Manager

Powered – SaaS Learning Platform

May 2006 - October 2006

- Led a 10-person creative team in the planning and execution of digital learning content. (Sony, Motorola, HP).
- Researched markets and worked with clients and account managers to define a portfolio of new online courses.
- Collaborated with Project Management Office (PMO) to streamline launch schedules and content development to reduce costs, improve quality assurance, and shorten time to market.

Online Marketing Manager

AxiomFire – Innovative Lead Generation Platform

November 2004 – March 2006

- Team leadership from creative brainstorming to final execution and delivery for Dell's enterprise business channels.
- Successfully coordinated agency integration for FutureReady Education Contest with two agencies (TRIBAL DDB, Tocquigny) and clients (Microsoft, Dell, Intel).
- Established processes for design, development and delivery of B2B educational marketing microsites and lead generation tools.

EDUCATION

B.A. English, University of Texas at Austin, Austin, TX

University of Texas at Austin • US, TX, Austin

- Certified Customer Success Manager (CSM) | Google Analytics & Google Ad Words Certified

EXPERTISE

Marketing and Creative Services

- Team leadership and management • search engine optimization and paid search programming • UX design, exploration, and execution • creative idea generation and innovative marketing strategies • online community development and nurture • content marketing & content management

Software and Tools

- Figma • Adobe Creative Suite • Jira • Confluence • Miro • MOZ/SEMRush/Spyfu, • GA4 • Salesforce • HubSpot
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