

# Justin Hackney

Growth Hacker with experience in chatbot development and click funnels

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## EXPERIENCE



### **Dragoons Media, Atlanta, GA — Co-Founder & Chief Marketing Officer**

Aug. 2016 - Present

- Design client's campaign architecture across platforms like Facebook, Google, and LinkedIn
- Designed over 200+ Facebook ad campaigns
- Managed video shoots for client creative
- Developed more than 100 high level chatbots across industries
- Developed thousands of landing pages for ad campaigns
- Manage email marketing campaigns
- Integrated marketing campaigns with client CMS
- Closed more than \$120,000 in revenue with SMBs since launch



### **Edevate, Atlanta, GA — Vice President of Sales and Marketing**

Mar. 2016 - Present

- Sold and marketed enterprise universities as a business to business learning solution
- Managed accounts larger than 10,000 plus employees
- Market research, prospecting, and tracking and updating leads on the CRM (Salesforce)
- Developed cadences using SalesLoft software
- Created an inbound and outbound system that converted 2% of our qualified prospects
- Built out our business solutions website using WordPress
- Managed pay per click advertisements
- Exhibited at monthly trade shows and compiled list of over 10,000 Human Resource contacts



### **Association of Talent Development, Atlanta, GA — Director of Professional Development**

Aug. 2016 - Present

- In charge of developing 6 professional development programs every year
- Provided revenue to the largest chapter of ATD using a two-pronged approach of both classroom based and online courses
- Developed relationships with other major organizations by partnering with them on key events throughout the year, including the World Trade Center and the Atlanta Tech Village
- Educated over 1,000 ATD members in various topics around career development



### **World Courier, Raleigh, NC — International Account Executive**

Jan. 2015 - Feb. 2016

- Managed large accounts like Pfizer and Merck and took care of all of their logistical needs
- Sold over 10 types of packaging worth over \$20,000
- Sold various logistical services worth over \$100,000
- Acted as customer service for our international clients
- Liaison between Airlines, customers, field agents, and foreign offices

## SKILLS

Lead Generation.  
Adobe Suite.  
Mail Chimp.  
Salesloft.  
Salesforce.  
Google Analytics.  
WordPress.  
Google PPC Ads.  
Video Production.  
Social Media Marketing.  
Graphic Design.  
Infographics.  
Email Marketing.  
Social Media Management.  
Search Engine Optimization.  
Open edX.  
International Market Entry Strategy.  
Hootsuite.  
Chatbot Development.  
Facebook Advertising.  
Landing page Design.

## Certifications

**International Commerce Specialist** Focus on market entry strategies, global sales, international financing, import/ export compliance, logistics, and international law.

**Online Marketing Fundamentals** Marketing techniques for all digital channels: search, video, social, email, display.



## **World Trade Center, Lexington, KY— *Marketing specialist***

May. 2013 - Oct. 2013

- Helped plan the largest international trade event in the state of Kentucky with over 400 trade executives and delegates from over 20 countries
- Sold our networking events and consulting hours to a list of over 450 trade professionals
- Created the WTC-KY's first video marketing content for the World Trade Day with hundreds of hits



## **U.S. Army, Jacksonville, FL — *Team Leader***

March 2007 - March 2014

- Operation Iraqi Freedom Veteran who oversaw the training of over 5,000 Iraqi Police near the Syrian border
- Led team of 3
- Executed over 300 highly complex missions, both combat and humanitarian
- Ranked as a corporal, Responsible for equipment, including vehicles, weapon systems, and supplies

## **EDUCATION**



## **University of North Georgia, Dahlonega, GA — *Bachelor's in International Relations***

January 2010 - August 2014

- Studied international affairs with a concentration in Western Europe
- President of Sigma Alpha Epsilon, a top tier social fraternity on campus
- Vice President of the North Georgia Rugby Club, winning state in 2012
- Member of the prestigious Corps of Cadets
- Studied abroad in Paris, France



## **University of Georgia, Atlanta, GA — *Masters in Business Administration***

September 2016 – Present

- Candidate in the Masters of Business Administration program at UGA's Terry College of Business (Ranked #34 in the country)
- Will complete program in 2018

**Sales and Marketing MicroDegree** Walked through the entire customer engagement process from building an effective funnel to analyzing data.

## **Affiliations**

**WTC-ATL** Board of Directors. Sitting on multiple committees, including World Trade Day planning committee.

**TAG Learning Society** Board of Directors for the largest tech association in the state of Georgia.

**City Club of Buckhead** Member to a prestigious private social club in Atlanta.

**APICS** Professional Member - The premier organization for operations management.

**Sigma Alpha Epsilon** Alumni of top tier social fraternity

**Association of Talent Development** The largest chapter of talent management professionals.

**VETLANTA** Vice to the education chair, helping to make Atlanta the number one destination for veterans around the country.

## **Awards**

**Governor's Award** Presented by the Governor of GA, Nathan Deal, as a recognition of innovation and impact in the learning space.

**ATD Volunteer of the Month** Presented by the President of the Atlanta ATD chapter.

**Army Achievement Medal** meritorious service or achievement during service in the US ARMY

**Army Commendation Medal** heroism, meritorious achievement or meritorious service during combat.

