

JOHN CHASE FORT

chasefort@gmail.com | <https://www.linkedin.com/in/johnchasefort/> | johnchasefort.com

Marketing AI and operations lead who owns cross-functional programs, redesigns workflows, and gets practical AI systems adopted through training, governance, and clear operating rhythms.

MARKETING AI & OPERATIONS

Selected results across regulated enterprise marketing, startup GTM, content operations, and practical AI adoption.

- Scaled regulated marketing enablement to 350+ advisors across approvals, publishing, reporting, and field support.
- Cut review cycles from 60+ days to about 2 and tripled adoption through training, playbooks, and onboarding.
- Built governed knowledge, content, and GTM workflows with source controls, structured outputs, and human review.

WORK EXPERIENCE

TRACER LABS

Remote Jun 2026 - Present

AI Strategy Advisor

- Built Tracer Labs' private knowledge graph with 235 source-derived notes, giving multiple AI assistants one governed source of truth with claim-level QA.
- Translated Trust ID's identity, consent, authorization, and auditability concepts into buyer-ready GTM materials for founders, investors, and security stakeholders.

INDEPENDENT

Remote Aug 2025 - Present

Marketing AI & Systems Builder

- Shipped CompliPost and Kosmos, turning regulated content generation and AI-agent observability into reviewable workflows with deterministic rules and human controls.
- Built GTM OS, Flowcraft, and SignalScope to turn source material into cited GTM knowledge, content plans, and market intelligence.

FIRST HORIZON BANK

Remote Jan 2025 - Aug 2025

Social Selling & Field Enablement Lead

- Scaled a regulated social-selling and field-enablement program to 350+ advisors by aligning content, approvals, publishing, reporting, and field support.
- Reduced Legal and Compliance review cycles from 60+ days to about 2 days by rebuilding SOPs, content standards, and reviewer handoffs.
- Tripled adoption through playbooks, training, and onboarding around a 500+ approved-content library supporting 11,000+ posts and \$150K+ annual earned media value.

FIRST HORIZON BANK

Remote Mar 2023 - Dec 2024

Community & Sponsorship Marketing Manager

- Scaled collegiate sponsorships from 1 university to 6 and generated 2,000+ leads in two weeks through a geo-targeted campaign.

AEXLAB

Miami, FL Apr 2022 - Feb 2023

Digital Marketing Manager (Growth and Community)

- Generated 43,000 organic giveaway entries in 10 days with \$0 ad spend through a VR headset campaign built for the gaming community.
- Owned 29 YouTube releases across production and distribution, generating about 1.65M lifetime views as of July 2026.

STUDIO MINT

Miami, FL Oct 2021 - Apr 2024

Principal, Growth Marketing Consultant

- Built organic content systems for creators and digital-first brands that reached 10M+ niche views through platform-native strategy and distribution.

EDUCATION

Syracuse University - Maxwell School of Citizenship and Public Affairs

Syracuse, NY Sep 2017 - May 2021

Bachelor of Arts, Dual Major: Political Science; History & Culture of Music - Dean's List

SKILLS

Marketing AI & Strategy
Program & Enablement
Governance & QA
AI Workflow Systems
Certifications

Marketing AI, AI adoption, GTM strategy, buyer research, content systems, marketing transformation
Program ownership, workflow redesign, training, playbooks, onboarding, change management, stakeholder alignment
SOPs, approval workflows, human review, content governance, performance reporting, program health
RAG, knowledge graphs, agent workflows, structured outputs, source controls, human review loops
Building with the Claude API (Anthropic), Model Context Protocol: Advanced Topics (Anthropic), Google Analytics (Google), Google Ads Search (Google)
English (native), French (C1)

Languages