

JOHN CHASE FORT

Marketing, AI, and enablement portfolio

Product storytelling, organic growth, enterprise enablement,
governed operations, and practical AI systems.
Selected work across startup and regulated environments.

MARKETING + AI + ENABLEMENT + GROWTH

▪ Portfolio map

01 Product storytelling

Launches and technical narratives built from real product moments.

03 Enterprise enablement

Training, playbooks, approved libraries, and adoption at scale.

05 AI systems

Grounded research, retrieval, content workflows, and practical guardrails.

02 Organic growth

Campaigns, creator work, recurring formats, and performance-led iteration.

04 Marketing operations

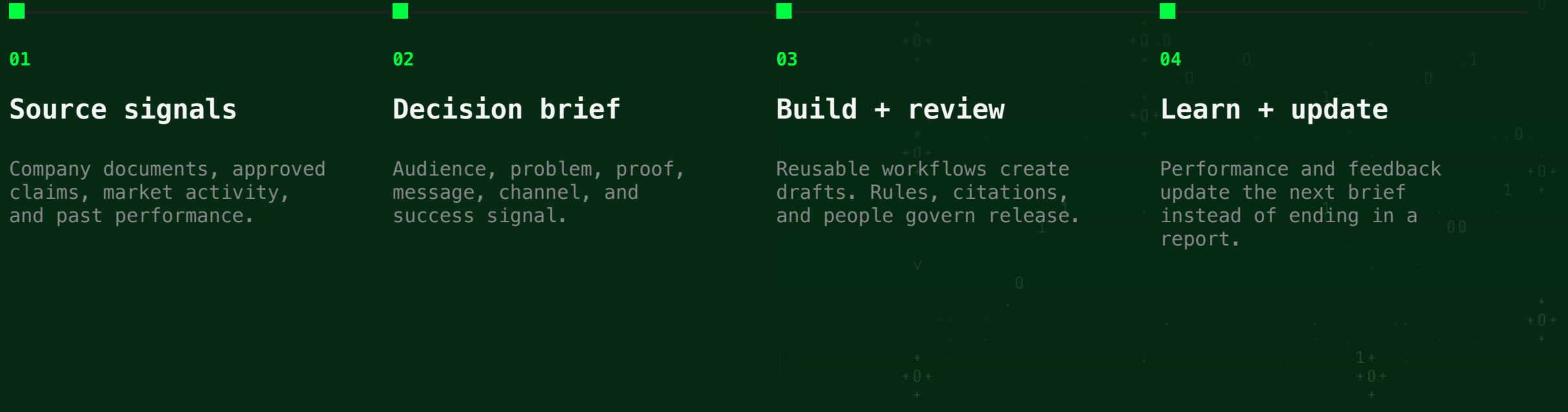
Intake, review paths, automation, publishing, and reporting.

06 Cross-functional delivery

Founders, product, Legal, Compliance, business leaders, and field users.

■ A governed loop from signal to iteration

The system connects what the company knows to what the market needs, then keeps evidence and human review attached from brief to result.



DECISION RIGHTS

AI accelerates research and variation. Sources, policy, analytics, and human approval decide what ships.

▪ Three systems. One rule.

01 GTM OS

Private company documents become cited answers and strategy checks.

03 SignalScope

Live public signals become classified, cited market intelligence.

05 Flowcraft

Source context becomes themes, pillars, and channel-ready drafts.

02 Keeps claims inspectable

Messaging, pricing, and objections stay attached to source passages.

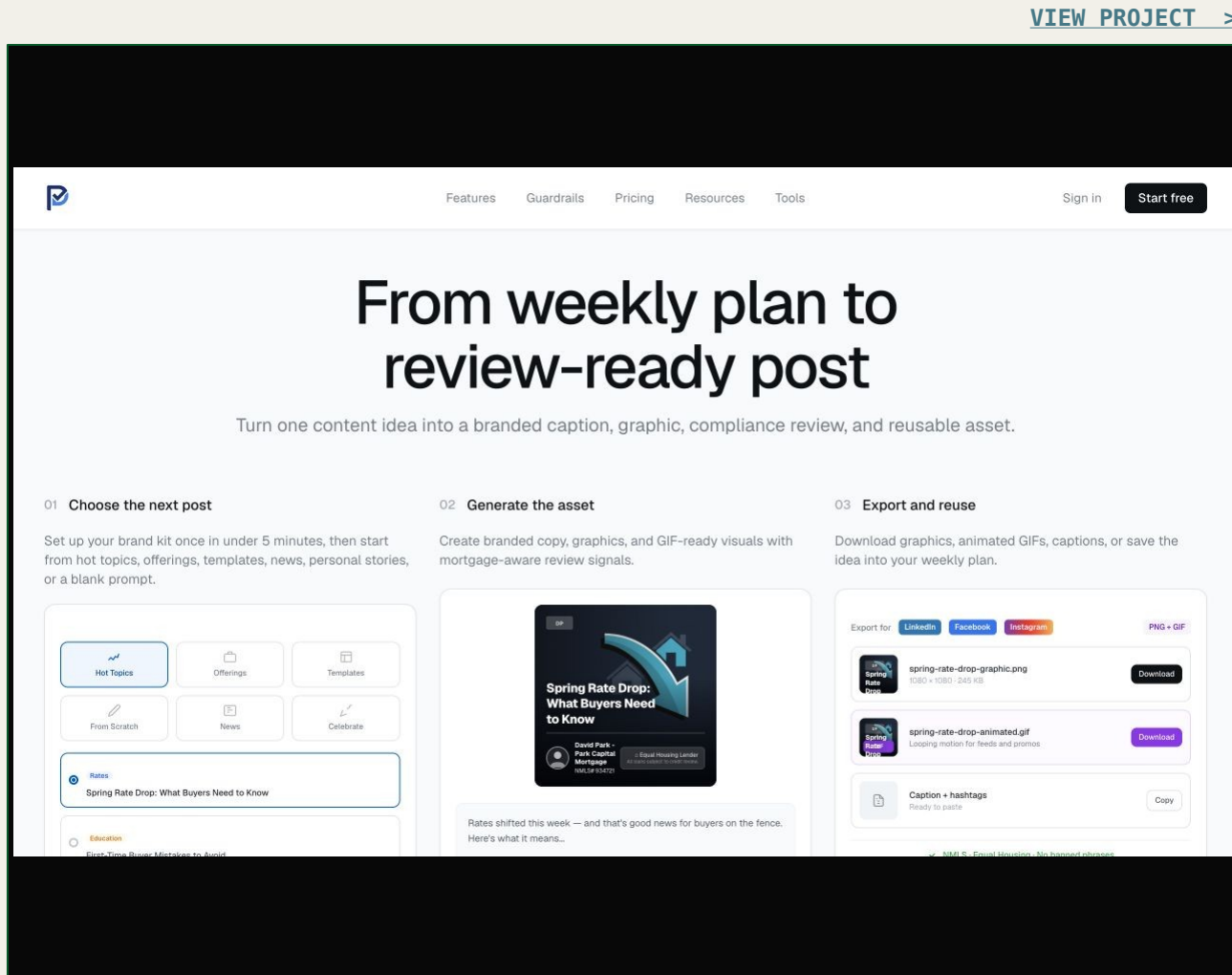
04 Turns noise into action

Risks, opportunities, and owners are clear before the team moves.

06 Keeps publishing human

Nothing auto-publishes. Marketers own final review and release.

■ Compliance-aware content workflow



GOAL

Help mortgage marketers create useful branded content without losing review, policy, or auditability.

MY ROLE

I designed the product workflow across brand setup, bounded AI drafting, deterministic checks, review state, and safer exports.

EXECUTION

1. Set brand and required identity details.
2. Generate within a defined content type.
3. Run checks before review and export.

CONTROL MODEL

AI handles bounded generation. Deterministic logic owns policy checks and workflow state. A person approves the result.

PROOF

The public product includes branded planning, content creation, compliance-aware checks, review notes, and export flows.

■ Guided AI fluency for real work

[VIEW PROJECT >](#)

The screenshot shows a learning interface with a dark header. Below the header, there's a navigation bar with a 'Trail' tab (highlighted in yellow) and a 'Library' tab. To the right of the tabs are icons for a flame, XP, and a 'Content & marketing' button. The main content area has a title 'Talk to it like a coworker, not a search box' with a progress indicator '5 / 9'. Below the title is a question: 'We said a chat AI is like a smart new coworker on their first day. What does that mean for how you talk to it?' followed by 'Choose one answer.' and four radio button options. At the bottom of the question area are 'CHECK ANSWER' and 'SHOW A HINT' buttons. A 'BACK' button is located at the bottom left of the main content area.

Trail Library

Talk to it like a coworker, not a search box 5 / 9

We said a chat AI is like a smart new coworker on their first day. What does that mean for how you talk to it?

Choose one answer.

☐ It already knows your projects, so keep it short.

☐ It is capable but knows nothing about you yet, so give it context.

☐ It only understands keywords, like a search engine.

☐ It needs you to be an expert before it helps.

CHECK ANSWER SHOW A HINT

BACK

GOAL

Help non-technical professionals build practical AI judgment through short lessons, active practice, and role-based routes.

MY ROLE

I designed and built the learning system, curriculum architecture, progression model, practice formats, safety gates, and product experience.

EXECUTION

1. Place learners at the right level.
2. Sequence core skills before automation.
3. Reinforce judgment with practice, review, and projects.

LEARNING MODEL

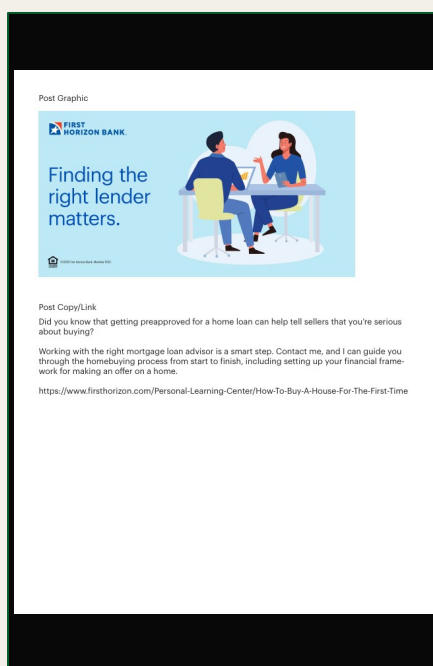
Capability comes before automation. High-stakes content stays behind review gates, and learners practice keeping human judgment in the loop.

PROOF

The current experience supports focused 40-65 lesson routes, role-specific examples, active exercises, boss projects, local progress, and zero-account use.

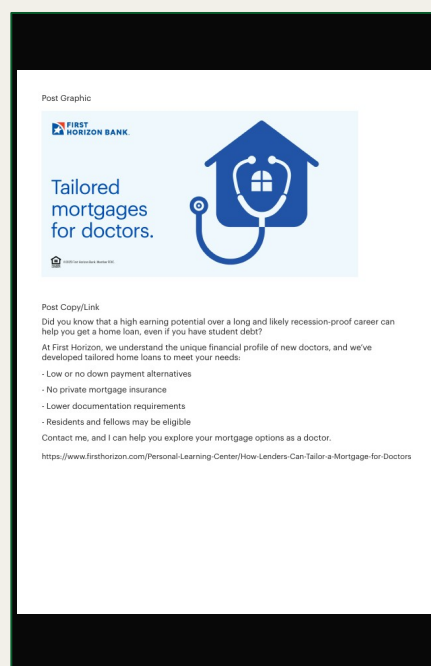
■ Audience-specific mortgage content

One mortgage topic became several usable posts. I changed the framing, approved detail, and call to action for each audience while keeping every version ready for field advisors.



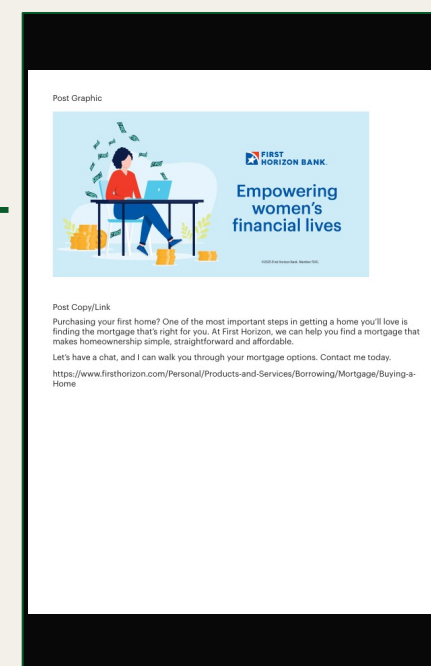
Broad homebuyer education

Plain-language guidance for someone choosing a lender.



Physician mortgage offer

Specific benefits for doctors and medical professionals.



Women and financial lives

Education-led framing for a wealth audience and advisor conversation.

CHANNEL AND STAKEHOLDER LOGIC

LinkedIn supported advisor credibility. Facebook supported community reach. The approved library gave Mortgage, Wealth, and other teams content they could use without restarting review.

■ Physician mortgage example

Post Graphic



Post Copy/Link

Did you know that a high earning potential over a long and likely recession-proof career can help you get a home loan, even if you have student debt?

At First Horizon, we understand the unique financial profile of new doctors, and we've developed tailored home loans to meet your needs:

- Low or no down payment alternatives
- No private mortgage insurance
- Lower documentation requirements
- Residents and fellows may be eligible

Contact me, and I can help you explore your mortgage options as a doctor.

<https://www.firsthorizon.com/Personal-Learning-Center/How-Lenders-Can-Tailor-a-Mortgage-for-Doctors>

AUDIENCE

Doctors and medical professionals with financing needs that were different from a broad first-time buyer audience.

EXECUTION

I narrowed the promise, used a direct headline, listed the approved benefits, and gave advisors a clear next step. The field could use the copy without rewriting the product claim.

STAKEHOLDERS

Mortgage marketing supplied the business need. Product and Legal and Compliance confirmed what could be said. Field advisors needed copy that sounded useful rather than corporate.

CHANNEL CHOICES

The library supported LinkedIn and Facebook. Channel versions could change tone and length while keeping the same approved claim set, visual system, and destination URL.

MY ROLE

Content strategy, message structure, library placement, review coordination, and field distribution.

■ Enterprise publishing system

I inherited slow reviews, uneven adoption, and disconnected content. I rebuilt the marketing operation from business intake through publishing, enablement, and reporting.

01 Business input

Mortgage, Wealth, Commercial, Recruiting, Brand, and Community priorities

02 Content design

Campaign themes, message frameworks, media formats, and reusable series

03 Review system

Standardized submissions, pre-approval, auto-review, manual review, and audit trail

04 Library + automation

500+ approved posts, publishing rules, campaign subscriptions, and content retirement

05 Field enablement

Onboarding, live training, playbooks, FAQs, and one-on-one coaching

06 Reporting

Views, clicks, engagement, EMV, adoption, and monthly updates for business leaders

Clear inputs, standard formats, and an auditable path cut review time because Legal and Compliance no longer had to resolve the same ambiguity on every post.

■ Program results

Content Engagement

73,799

Post Views

▲ 1,332.16% vs Previous Period

5,961

Post Clicks

▲ 4,450.38% vs Previous Period

2,377

Post # of Engagements

▲ 3,027.63% vs Previous Period

All Channels

MORTGAGE REPORTING SLICE / 73,799 VIEWS / 5,961 CLICKS / 2,377 ENGAGEMENTS

350+

active advisors across Mortgage,
Wealth, and Commercial

500+

compliance-approved posts in the
library

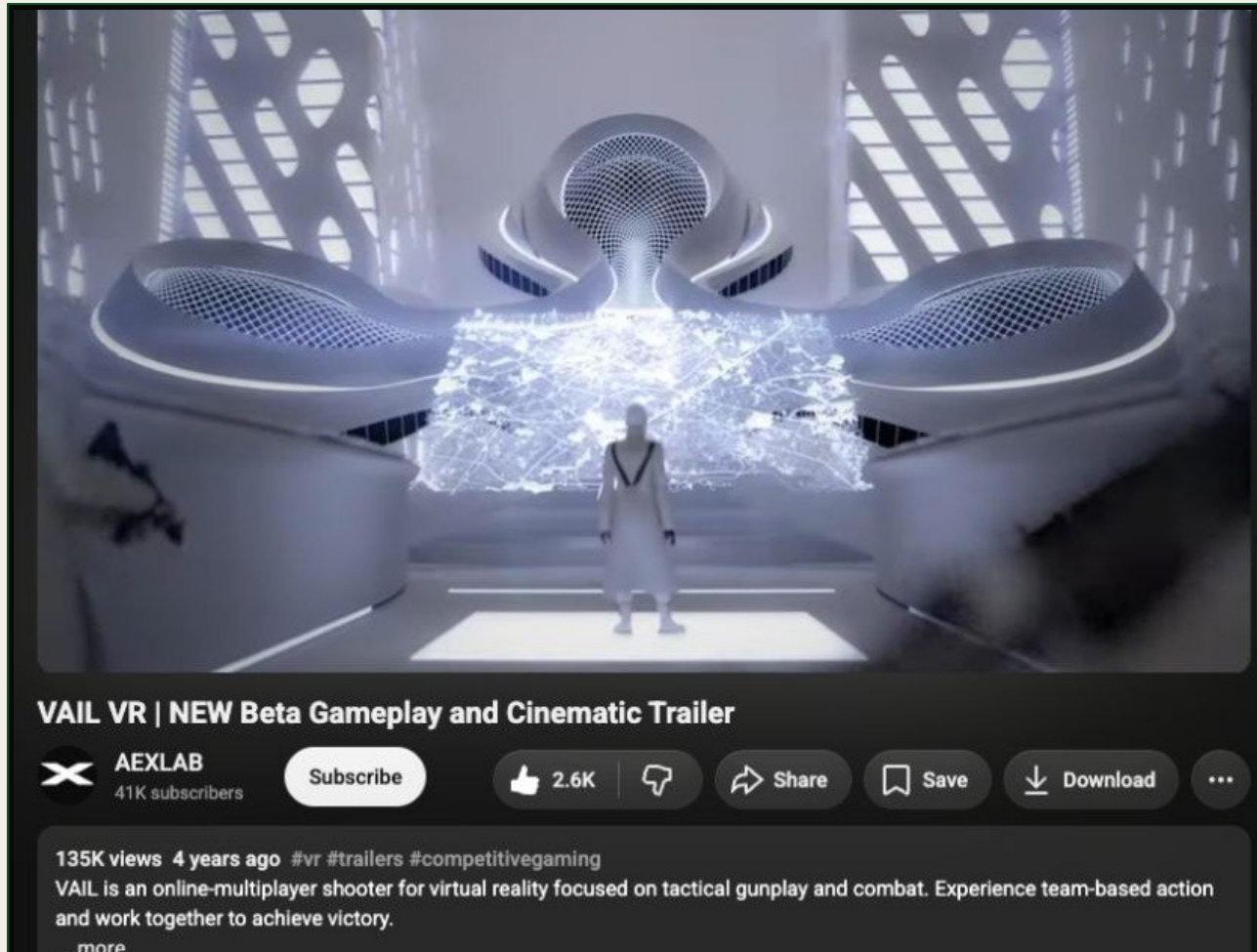
60+ days to ~2

Legal and Compliance review turnaround

Adoption tripled during my tenure. The full program record tracks 116,000+ views, 11,000+ clicks, about 4,000 engagements, and \$150K+ in annual earned media value.

■ VAIL VR beta trailer

[VIEW VIDEO >](#)



GOAL

Show players why the beta was worth trying. Gameplay had to carry the message for a visual, competitive VR audience.

MY ROLE

I was the one-person video team. I wrote the script, planned the shoot, captured gameplay, filmed, edited, published, and handled distribution.

EXECUTION

1. Opened on gameplay, movement, and the game world.
2. Used a direct title and clear product identity.
3. Turned the trailer into the anchor asset for social and community distribution.

CAMPAIGN SYSTEM

The trailer was the source asset. I recut the footage and rewrote the message for each platform and community channel.

CHANNEL RESULT

29 releases from my tenure now total about 1.65M lifetime views.

■ Steam Early Access launch

GOAL

Move VAIL from beta to Steam Early Access with a launch asset that showed the product, the team, the date, and the next action.

MY ROLE

I built the release story around the people behind VAIL. I scripted, filmed, and edited the piece so a technical VR company felt human, then published and distributed it across launch channels.

EXECUTION

1. Opened with the team and the development story.
2. Cut between product footage and people using it.
3. Put the date and Steam action on screen.

CAMPAIGN EXTENSION

One release event became a full campaign with platform-specific clips, posts, copy, and calls to action.

[VIEW VIDEO](#) >



believe that when we first started in 2017 to now we'd have this much love

VAIL VR - Early Access Release Date Announcement



AEXLAB
41K subscribers

Subscribe

271



Share

Save

Download



19K views 3 years ago #vr #metaverse #competitivegaming

VAIL VR will launch on Steam in Early Access on November 17th, 2022. Price TBD

■ Habie147 creator partnership

[VIEW POST >](#)



IN-GAME CREATOR COLLABORATION ASSET

GOAL

Turn a partnership with Habie147, one of YouTube's largest VR creators, into something players could use inside VAIL.

MY ROLE

I shaped the social story and audience positioning. The product and art teams built the DLC skin.

EXECUTION

1. Put Habie147's identity inside the product through a visible player skin.
2. Built the reveal around the in-game asset.
3. Wrote for both VAIL players and Habie147 fans.

WHY IT WORKED

The collaboration produced a recognizable product asset people could use and discuss after the announcement.

■ Organic VR giveaway

GOAL

Turn existing VR community attention into participation, sign-ups, and product interest without paid acquisition.

MY ROLE

I designed the campaign, chose the incentive, planned distribution, and connected the entry flow to product and community channels.

WHY IT WORKED

The prize fit the audience, and the entry actions matched how VR players already shared content with one another.

CAMPAIGN LOGIC

01	Prize	AEXLAB-branded VR headset. It let new prospects start playing and gave current players an upgrade.
02	Entry design	Actions tied to organic sharing
03	Distribution	Social channels and VR community
04	Capture	Entries, sign-ups, waitlist interest, Discord

43,000

giveaway entries

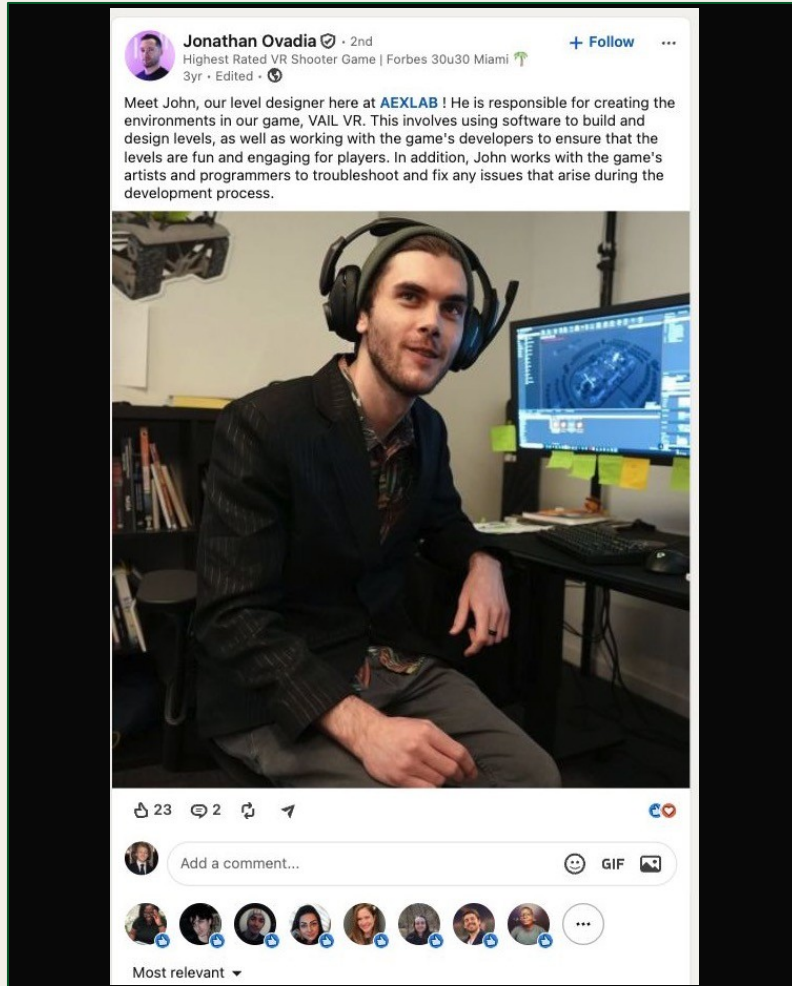
10 days

launch to result

\$0

paid media spend

■ AEXLAB channel system



GOAL

Keep AEXLAB visible between major launches without rebuilding the content calendar after every product announcement.

MY ROLE

I ran two X profiles, managed the CEO's LinkedIn, built recurring series, coordinated cross-promotion, and reviewed performance.

SYSTEM

Recurring formats maintained a steady cadence. Product releases, creator moments, and team stories then plugged into the same channel rhythm.

~500K

monthly organic X impressions from roughly 100 posts per month

~35K

monthly CEO LinkedIn views with about 6% monthly audience growth

8 RECURRING CONTENT SERIES / 100,000+ COMBINED SOCIAL COMMUNITY

■ Organic content growth systems

GOAL

Build repeatable organic distribution for creators and digital-first brands in competitive niches.

MY ROLE

As Principal, Growth Marketing Consultant, I owned positioning, content systems, channel frameworks, testing, and performance review.

WHY IT WORKED

The work treated distribution as part of the idea. Formats were built for the platform, then improved from visible audience behavior.

GROWTH SYSTEM

01	Research	Audience pain points, category patterns, hooks, and platform behavior
02	Format	Repeatable series and channel-native ideas
03	Distribution	Publishing cadence, packaging, and audience fit
04	Iteration	Performance review and next-cycle changes

10M+

organic views within client niches

End to end

strategy through optimization

Repeatable

content and distribution systems

▪ One operating model

01 Understand the problem

Audience, constraint, business need, and desired action.

03 Choose the message and method

Narrative, format, channel, workflow, and success signal.

05 Distribute and enable

Launch the work, train users, and make the output reusable.

02 Build the source base

Documents, market signals, approved claims, and past performance.

04 Create and govern

Produce, review, validate, and preserve decision ownership.

06 Measure and improve

Results, feedback, iteration, and the next operating cycle.