

# JOHN CHASE FORT

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Growth marketing and enablement leader with experience scaling regulated enterprise programs across financial services, startups, and creator-driven environments. Proven track record driving adoption, improving operational efficiency, and building compliant systems that support growth, recruiting, and community at scale. Combines hands-on execution across social, content, partnerships, and field enablement with strong fluency in analytics, AI-supported workflows, and cross-functional program leadership.

## WORK EXPERIENCE

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### FIRST HORIZON BANK

Remote Jan 2025 – Aug 2025

#### Social Selling & Field Enablement Lead

- Owned and scaled an enterprise social selling program across 350+ advisor accounts (Mortgage, Wealth, Commercial, Private Client), tripling adoption, active users, publishing volume, and engagement in a regulated environment.
- Led cross-functional execution across Marketing, Legal, Compliance, field teams, and external partners; rebuilt governance, SOPs, and approval workflows to reduce review cycles from 60+ days to ~2 days while enabling faster, lower-risk publishing.
- Managed 11,000+ advisor social posts supported by a 500+ asset compliance-approved content library, repurposing bank-owned Learning Center and product content into high-performing social formats driving thousands of clicks.
- Drove advisor enablement through training, playbooks, and hands-on support, positioning the program as a recruiting and retention differentiator; applied AI-supported workflows to streamline content repurposing and distribution without compromising compliance standards.

#### Community & Sponsorship Marketing Manager

Remote Mar 2023 – Dec 2024

- Scaled First Horizon's collegiate sponsorship social program from 1 to 6 university partners, supporting football seasons, game-day activations, and community-first brand moments across markets.
- Served as social execution lead for sponsorships, translating national partnerships into localized content and geo-targeted activations that generated 2,000+ leads in two weeks with no incremental budget; owned local digital presence across 1,200+ branch, ATM, and advisor locations.

### AEXLAB

Miami, FL Apr 2022 – Feb 2023

#### Digital Marketing Manager (Growth and Community)

- Owned growth marketing for a web3 / gaming startup, building and scaling organic acquisition loops across content, community, and social in a product-led environment.
- Partnered with founders, product, and engineering to launch features and updates, translating technical releases into distribution-first messaging that drove adoption and retention.

### BLADE

Newark, NJ Apr 2018 – Mar 2020

#### Customer Experience Manager

- Managed high-touch customer experience operations for a premium, tech-enabled aviation company, resolving complex, time-sensitive issues while coordinating across operations and frontline teams.

## ENTREPRENEURIAL EXPERIENCE

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### STUDIO MINT

Miami, FL Oct 2021 – Apr 2024

#### Principal, Growth Marketing Consultant

- Built and ran a short-form, distribution-first growth practice, designing repeatable content systems that drove multi-million-view outcomes across TikTok, Reels, and Shorts without paid spend.
- Built and launched Webflow-based marketing sites and CMS workflows, partnering with clients on structure, content, and distribution to support acquisition and brand goals.

## EDUCATION

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### 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

## ADDITIONAL INFORMATION

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Languages:	Native in English, Advanced in French (C1)
Tools:	Google Analytics 4 (GA4), Google Ads, Meta Business Manager, Webflow, CMS platforms, analytics and reporting dashboards, AI-supported content and distribution workflows, Adobe Photoshop, short-form video production, social selling and compliance platforms, CRM / enablement systems, community platforms, social APIs
Certifications:	Google Analytics Certification (Google); Google Ads Search Certification (Google); Building with the Claude API (Anthropic); Model Context Protocol: Advanced Topics (Anthropic); Career Essentials in Generative AI (Microsoft and LinkedIn)
Interests:	Running & lifting, cooking, music & video, travel & languages, outdoor sports

