

MARC HENRY ISKANDAR

DIGITAL MARKETING MANAGER
AI & MARKETING AUTOMATION

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Full-stack marketer, 13+ years in banking, fitness and startups. I research the market, show leaders the openings, map the plan, then execute with automation and AI: **~\$7M in marketing-attributed deposits and loans** in 2026 YTD.

01 · RESEARCH

59

banks & credit unions profiled

02 · OPPORTUNITY

\$220M

lending headroom vs. peers

03 · EXECUTE

2,000 HRS

of output produced with AI

= RESULT · 2026 YTD

~\$7M

marketing-attributed deposits & loans

SKILLS

Strategy & Growth

Market research, executive briefings, paid social, display & PPC, SEO/AEO, local SEO, email, reputation, budgeting

Automation & CRM

HubSpot admin, ClickUp, monday.com

AI Systems

Claude agents, HubSpot Breeze, ElevenLabs, Midjourney, Nano Banana, ChatGPT, Seedance

Analytics

GA4, Semrush, Meta & Google Ads, HMDA/FDIC data

Leadership

Team leadership, Agile/Scrum

EDUCATION

University at Albany, SUNY

Psychology & Political Science
2012 – 2016

CERTIFICATIONS

Anthropic AI Fluency	2026
Google Ads Search & Display	2026
Project Mgmt. Professional (PMP)	2020
Professional Scrum Master I	2019

HONORS

NYS Business Plan Champion	2015
SOSV accelerator cohort	2015

EXPERIENCE

JUN 2022 – PRESENT

REMOTE

Digital Marketing Specialist at a \$1.2B community bank

9 branches · 3 brands · Marketing Committee lead · AI standards committee

- **Built the bank's 2027 marketing plan and ~\$166.5K paid budget** from AI research on 59 banks and credit unions; present to executives and the board.
- **\$4.15M in new deposits and loans** from social I own (2026 YTD): **218 accounts, 154% of goal**, at \$69 each; engagement up 6.7x since 2022.
- **~\$2.8M more** from display and search/PPC, directing agency vendors: 210 accounts in 2026 YTD on an ~\$81K budget.
- **2,500 hours saved** as the bank's HubSpot admin, architecting complex automated workflows; 8.66% email CTR in 2025.
- **2,000 hours of output produced with Claude agents**: 18 SEO/AEO guides, a 20-video campaign and motion design.
- **3.9 → 4.75 Google rating** across 9 branches; **#1 local bank for 2026 reviews**, 100% response.

NOV 2023 – PRESENT

FORT COLLINS, CO

Co-Founder at Nurture Productivity

Productivity & AI agency for marketing agencies · HubSpot Solutions Partner

- **25,000+ client hours saved**, \$450K+ in costs cut and 112,000+ workflows automated (firm-wide).
- Built scalable **AI email and social content pipelines** on HubSpot, ClickUp and monday.com; Claude startup program member.
- **Turned a failing agency client profitable**: raised utilization to 65%, cut overhead and helped land a **\$30K/month client**.

FEB 2019 – MAY 2022

REMOTE

Digital Marketing Manager at Town Sports International

- Ran social and reputation for six fitness brands: **3x review response rate**, +28% star rating, campaigns shipped 66% faster.

JAN 2017 – JAN 2019

GREENVILLE, NC

Director of Operations at Highwater Group Inc.

- **\$50M in added annual revenue** from Fortune 100 campaigns; led 35 people into ten new markets; 2017 Consistency Manager of the Year.

JUN 2013 – JAN 2017

NEW YORK, NY

Founder & Chief Marketing Officer at ChugaChuga

- **\$500K raised** and crowdfunding goal beaten by 112%; took products national.