

H. DAN SPARLING

MARKETING LEADERSHIP | DIGITAL MARKETING | MARKETING OPERATIONS

Fort Wayne, IN | [linkedin.com/in/spardan/](https://www.linkedin.com/in/spardan/)

PROFESSIONAL SUMMARY

Marketing leader with 15+ years of experience shaping digital strategy, demand and lead generation, CRM and marketing operations, websites, SEO, lifecycle communications, paid media, reputation, and performance reporting. MBA with director and manager leadership across B2B, franchise, consumer, and regulated financial-services organizations. Combines strategic planning with hands-on execution across teams, budgets, vendors, martech platforms, and AI/LLM-enabled workflows.

CORE CAPABILITIES

Strategy and Growth: Integrated marketing • B2B lead generation • Digital strategy • Paid and organic acquisition • Localized campaigns • Brand stewardship

CRM and Digital: HubSpot • CRM refinement • WordPress / Elementor • SEO • Google Ads • Email/SMS • Lifecycle marketing • Online reputation

Operations and Measurement: Campaign and KPI reporting • Analytics • Lead capture and workflow improvement • Budgets • Vendors • AI/LLM workflows

Leadership and Partnership: Staff and creative leadership • Executive collaboration • Cross-functional planning • IT partnership • Franchise and location communications

PROFESSIONAL EXPERIENCE

Team Quality Services | Auburn, IN

Mar 2023 – Sep 2026

Digital Marketing Analyst

- Managed hands-on B2B digital marketing for an organization serving automotive and manufacturing customers across North America, including HubSpot, WordPress/Elementor websites, SEO, email/SMS, paid media, campaigns, communications, and reporting.
- Rebuilt email marketing, digital advertising, and paid-media strategy across multiple business units, driving website traffic to more than twice prior agency benchmarks and focusing programs on higher-quality leads.
- Refined HubSpot workflows and CRM data practices to strengthen campaign execution, reporting, lead flow, and timely follow-up.
- Partnered with IT to connect Popl lead capture with HubSpot and automatically create Deals from prospect interactions.
- Integrated AI and large language model tools into campaign, social media, reporting, and Google Ads workflows to improve day-to-day execution.

Wings Etc., Inc. | Fort Wayne, IN

2019 – 2023

Media Director

- Directed more than \$250,000 in annual media investment across 23 DMAs and 50+ franchisees, coordinating localized digital and traditional campaigns, budgets, vendors, creative resources, corporate priorities, and franchise needs.
- Managed online reputation across 73 restaurant locations using Chatmeter, Google, and Yelp; wrote and edited responses, validated reported incidents with location leaders, handled disputed-review requests, and coordinated high-risk escalations.
- Created and managed localized Google Ads campaigns, SEO and website improvements, and geofencing and location-intelligence programs based on customer and competitor-location insights.
- Led agency and vendor relationships, contracts, invoice approvals, media allocation, and communication among corporate marketing, franchise operators, location leaders, and creative staff.
- Modernized email operations through migration to SendGrid Marketing and supervised creative staff supporting website, campaign, and brand content.

Whitley Manufacturing | South Whitley, IN

2018 – 2019

Marketing Director

- Led organizational marketing and a three-division rebrand, aligning websites, messaging, collateral, and marketing assets across the company.
- Modernized website infrastructure, supported campaigns, trade shows, and recruitment marketing, and developed an automated online employment-application workflow.

PROFESSIONAL EXPERIENCE CONTINUED

Matilda Jane Clothing | Fort Wayne, IN

2014 – 2018

Digital Marketing Manager

- Helped build a new CRM and marketing foundation and led the replatforming of email and marketing automation from ExactTarget/Salesforce Marketing Cloud to Bronto.
- Led enterprise email, lifecycle journeys, audience segmentation, automation, list quality, and digital customer communications supporting 500+ field consultants.
- Expanded the subscriber database from 70,000 to 378,000 in under four years and improved SenderScore from 26 to 99 within three months through deliverability, list quality, infrastructure, and compliance improvements.
- Managed paid search, display, and social campaigns across multiple brands and supported vendor selection, platform launches, digital integrations, websites, and Shopify-connected initiatives.

Shindigz | South Whitley, IN

2013 – 2014

Email Marketing Manager

- Executed large-scale email campaigns reaching more than one million recipients annually and integrated APIs with ExactTarget/Salesforce Marketing Cloud for automated, behavior-based customer communications.
- Selected to serve on the ExactTarget Client Advisory Board in 2013 and 2014.

Tower Bank | Fort Wayne, IN

2011 – 2012

Marketing Manager

- Managed marketing initiatives and customer communications in regulated financial services, including website, SEO, and online campaign implementation within established review and compliance requirements.

1st Source Bank | South Bend, IN

2007 – 2010

Marketing Officer and Marketing Specialist

- Supported multi-market retail banking marketing and managed secure websites, digital initiatives, and online customer communications in a compliance-focused environment.

SELECTED INDEPENDENT CONSULTING EXPERIENCE

Spardan Consulting | Fort Wayne and South Bend, IN

1999 – Present

Principal Consultant | Selected Client Engagements

- Provide project-based digital marketing, website development, communications, and project management support for regional clients.

EDUCATION

Indiana Institute of Technology | Fort Wayne, IN

Master of Business Administration, Marketing Concentration

Bachelor of Science in Business, Marketing Concentration, Summa Cum Laude

Associate of Applied Science in Business, Marketing Concentration

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

HubSpot Marketing Hub Software Certification • Google Ads Certifications, 2013–2025 • Juran Quality Management training

COMMUNITY LEADERSHIP

Leo Masonic Lodge

Trustee and Former Master of the Lodge

- Elected to lead a 250+ member organization, overseeing governance, operations, financial stewardship, and organizational initiatives.