

Aaron Martin (A.J.)

Senior content operations and digital strategy leader with 15+ years of experience building and optimizing enterprise content ecosystems. Proven track record designing scalable governance frameworks, intake and workflow processes, and CMS-CRM integrations that align marketing, IT, analytics, and executive stakeholders. Experienced in leading cross-functional teams to operationalize full-funnel content strategies across web, email, and performance marketing channels. Skilled in content lifecycle management, platform migrations (WordPress, Drupal), Salesforce and Marketing Cloud integrations, and data-driven optimization that drives measurable business impact and operational excellence.

EXPERIENCE

Sr. Director, Creative, Content, & Web Strategy Golden Gate University | 10/2022 – 01/2026

Senior digital and creative leader driving content, strategy, brand impact, and full-funnel digital performance.

- Directed and project managed a comprehensive WordPress website relaunch in four months—under budget—improving performance across UX, IA, SEO, GEO, and RFI.
- Boosted average time on site by 8+ minutes, increased RFI conversions by 27%, and led to 13% growth in new domestic starts and +33% overall enrollment growth.
- Recruited and led a high-performing, distributed team of designers, copywriters, developers, and external vendors, implementing SLA, fostering collaboration, scaling creative output, designing editorial workflow, and leading performance dashboard development.
- Developed and executed integrated web and digital strategy across UX, IA, SEO, GEO, PPC, GTM, Google Analytics, CMS, and CRM platforms; managed Pantheon instance and vendor partnerships.
- Integrated Salesforce and Marketing Cloud, streamlining enrollment workflows, personalizing content, and enabling data-driven decisions, resulting in 90% reduction in response time.
- Partnered with cross-functional stakeholders—including IT, analytics, and academic leadership—to develop intake processes and deliver scalable, measurable, AI-powered, full-funnel digital experiences.
- Established scalable content governance framework across web, email, and social, aligning messaging standards, intake processes, and performance KPIs.

Head of Online Services University of Colorado | 05/2022 – 10/2022

Leader driving strategy, operations, and cross-campus alignment for CU Online platforms and services.

- Spearheaded strategy and operations for the CU Online lead aggregator platform, partnering with four campuses to support marketing, enrollment, and retention objectives.
- Coordinated strategic IT and B2B marketing initiatives, aligning senior leaders across marketing, enrollment, IT, executive teams, and vendors to ensure institutional priorities and SLA alignment.
- Managed platform strategy, creative development, and paid social campaigns, optimizing lead generation and pipeline performance.
- Championed continuous improvement, brand standards, and operational insights to streamline processes and deliver measurable results.

CONTACT

321-228-5141
theajmartin@gmail.com
<https://neatlypackaged.com/>
Denver, CO or Remote

SKILLS

Creative & Content Direction

Creative leadership and storytelling; copywriting, design, and campaign execution across web, email, social, and marketing programs; brand systems and guidelines; UX, IA, customer journeys, and navigation design.

Web & Digital Strategy

Digital and content strategy; go-to-market planning; SEO, GEO, and AI/LLM content optimization; GTM, PPC, and performance marketing; website design and development; CMS and CRM integration; marketing automation; analytics, reporting, and continuous optimization.

Leadership & Delivery

Cross-functional leadership and team building; mentoring and people management; project and program management; Agile and iterative delivery; journey and roadmap development; stakeholder communication; vendor and agency management.

EDUCATION

Bachelor of Arts

Radio Television Communications
University of Central Florida

Associate of Science

Digital Media and Design
Full Sail University

EXPERIENCE CONTINUED

Director, Creative Services **University of Colorado | 03/2019 – 05/2022**

Creative and strategic leader driving content, design, and development for the Office of Digital Education.

- Owned creative direction and content strategy across the CU Online digital ecosystem, improving lead quality and quantity, generating \$12M+ in revenue.
- Developed integrated content operations frameworks for brand and messaging content, translating institutional missions into scalable, measurable digital experiences.
- Designed and guided ground-up Drupal website development, optimizing UX, IA, SEO, GEO, GTM, and overall performance.
- Built and led a distributed team of five designers, writers, and vendors, fostering cross-departmental and cross-campus collaboration.

Director, Creative Services **Keypath Education | 04/2018 – 03/2019**

Senior creative leader driving brand strategy, communication, content lifecycle, social, and web development.

- Directed creative, content, brand strategy, and marketing content for 40+ degree programs, aligning B2B and B2C strategy across 30+ domestic and international academic partners.
- Built and led a team of seven across design, copywriting, and web development delivering cohesive and scalable marketing assets.
- Led the redesign, rewrite, and relaunch of the Keypath Education website in under six months, improving brand clarity, website usability, and audience engagement.

Director, Program Strategy & Branding **Keypath Education | 05/2017 to 04/2018**

Owned program-level brand strategy for 25+ domestic and international higher education partners.

- Developed integrated brand strategies and messaging frameworks for 25+ academic partners and 40+ programs, informed by market research and program insights.
- Created, implemented, and designed the Blueprint creative brief process for 15+ programs, enabling clearer positioning, stronger differentiation, partner alignment, and audience engagement.

Associate Director of Brand Development **Pearson | 01/2014 to 04/2017**

Led brand strategy, program positioning, and messaging for large-scale online education partnerships.

- Led communication and brand strategy, ideation, and developed positioning and messaging strategies for 50+ online degree programs, ensuring consistent brand alignment across marketing touchpoints.
- Assigned to lead content and social media creation for ASU Online and Maryville University, Pearson's largest online partners.

Sr. Copywriter **Embanet/Compass Knowledge Group | 04/2009 to 01/2014**

Senior creative leader overseeing ideation, copy and brand alignment across higher education partners.

- Led copy and ideation on web projects for 20+ universities, aligning content and brand strategy.
 - Wrote and directed copy for 75+ programs, including web, social, brand guidelines, and direct mail.
 - Directed and mentored a team of five copywriters, ensuring consistency, quality, voice, and scalability.
-