

JODIE CHAPMAN

GLOBAL MARKETING MANAGER

EXPERIENCE

GLOBAL MARKETING MANAGER

Anitox

2020 - Present

- Lead global marketing operations supporting poultry, swine, aquaculture, biofuels and feed milling business units across North America, Europe, Latin America, Asia-Pacific, and Africa
- Develop targeted marketing campaigns, increasing brand visibility by 63% within three years, driving higher market awareness
- Drive pipeline growth by 35% through strategic lead generation initiatives & targeted outreach
- Manage global digital marketing platforms including HubSpot, Salesforce, Showpad, LinkedIn Campaign Manager, Microsoft Teams, and website infrastructure

See the Results



CONTENT SPECIALIST

Q4Launch

2018-2020

- Developed content strategies and digital campaigns for B2B and consumer brands
- Managed SEO, website content, email marketing, and lead generation programs
- Collaborated with cross-functional teams to align content initiatives with brand objectives

EDUCATION

2009-2013

UNIVERSITY OF NORTH GEORGIA

Bachelor of English, Writing and Publication

2025-2027

UNIVERSITY OF GEORGIA

Master of Business Administration

CONTACT

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SUMMARY

I'm a global marketing leader with experience building the marketing systems, campaigns, and commercial programs that support poultry, swine, and feed businesses around the world. I specialize in marketing operations, digital platforms, sales enablement, and global event execution—bringing together regional teams, technical experts, and commercial leaders to deliver scalable marketing programs that drive growth.

SKILLS

- Strategic Marketing & Brand Management
- Poultry & Animal Health Marketing
- Marketing Campaign Operations (Hubspot)
- Salesforce CRM Reporting
- Showpad Sales Enablement Management
- Product Strategy & Commercialization
- Budget & Resource Management