



KEVIN HARTMAN

RELATIONSHIP MARKETING

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Portfolio: kevinhartman.tech

CORE COMPETENCIES

- Developer & Technical Marketing
- Strategic Planning & Execution
- Integrated Campaigns & Event Activation
- Community Engagement & Influencer Relations
- Content Development & Brand Storytelling
- Performance Metrics & Optimization

EDUCATION

University of Oregon
B.A., Broadcast Journalism, 2004

Defense Information School
Broadcast Journalism (2000);
Public Affairs (2009, 2010)

AWARDS

- Division Recognition Award, Intel (2023, 2024, 2025)
- Awarded "Fearless Innovation," Intel (2023)
- Bronze Star, Afghanistan (2013)
- Graduate of the Year, University of Oregon (2004)

Results-driven marketing strategist with a focus on leading community and developer engagement campaigns across the AI and software ecosystem. Proven success in cross-functional collaboration, brand storytelling, and event-led activations.

Rated highest on Clifton Strengths Finder for *Woo*, aka "loves the challenge of meeting new people and winning them over."

PROFESSIONAL EXPERIENCE

Intel Corp. — *AI Developer Marketing Manager, North America*
2021-Present

- Develop and execute regional marketing plans to reach, engage and nurture AI developers via media (3x engagement growth QoQ), events (500+ meetup attendance), influencers and communities (35 developer events across 10 cities).
- Collaborate across marketing, product and technical teams to drive awareness of and consideration for Intel software and hardware (GitHub code media series reached top 5 most popular Intel content)
- Analyzed program KPIs to optimize tactics, scale high-performing campaigns, and uncover new growth opportunities (800% increase in developer engagement).

CMD Agency — *Sr. Account Director*
2021

- A partner, advocate and problem solver for clients with a focus on software targeting the data science and developer audience.
- Understand industries, objectives and marketing goals to coordinate and direct marketing content creation and delivery.

Merit Marketing / LTPR — *Account Director, PR & Marketing*
2013 - 2021

- Led marketing strategy for B2B clients, achieving engagement growth through integrated PR, content, and digital activations.
- Positioned brand stories and value to engage employees, stakeholders and customers.

References available upon request.