

JOHN WURTH

marketer

graphic designer

creative thinker

problem solver

photographer

videographer

video editor

web designer

podcaster

adobe master

event planner

technology lover

publication designer

doer

502.807.4871

johnwirth@me.com

portfolio: hatchcreative.net

WEB DIRECTOR / DIRECTOR OF TECHNOLOGY

WingspanRPM (formerly Wingspan Integrated Marketing)

January 2021 – September 2026

- Led end-to-end strategy, design, development, and launch of 60+ high-impact websites, consistently delivering on time with strong UX, SEO performance, and technical stability.
- Owned the complete web lifecycle, including wireframing, visual design, content management, QA testing, ongoing maintenance, and system integrations.
- Supervised and mentored an in-house web team, delegated and reviewed project work, coordinated freelancers, and oversaw ongoing client support and deliverables.
- Expanded agency service offerings by launching in-house photography and videography services, supporting internal initiatives and client marketing campaigns.
- Implemented and standardized company-wide operational tools, including ClickUp for project management and 1Password for secure credential management, improving efficiency and security.
- Initially served as the primary IT and technical resource, managing network administration, staff onboarding, hardware/software setup, and daily troubleshooting across departments.
- Led automation and integration initiatives using Zapier, CallRail, and multiple client CRMs, increasing data accuracy, reducing manual work, and improving lead workflows mainly for our senior living clients.
- Designed and managed dynamic call tracking and call-forwarding systems to enhance marketing attribution, reporting, and lead management.
- Built and maintained client portals and backend systems to support digital service delivery and internal operations.
- Independently managed all web services and technical operations for over 18 months (as a department of one), maintaining high client satisfaction and operational continuity.
- Recognized for proactive problem-solving, cross-functional collaboration, and continuous process improvement.

MARKETING DIRECTOR

Lenihan Sotheby's International Realty

January 2013 – January 2021

- Managed and led a team of up to four marketing professionals supporting a luxury real estate agency and 30+ real estate agents.
- Created and managed 20+ websites, including a WordPress-based intranet that I created to migrate office workflows to a paperless system, saving time for agents and staff while reducing data entry errors.
- Directed social media strategy, Google Ads campaigns, and SEO initiatives to increase visibility and lead generation for the agency.
- Established and monitored annual budgets for both digital and print media, ensuring efficient allocation of marketing spend.
- Built and launched an in-house photography and videography department and introduced Matterport 3D walkthrough technology, becoming the first real estate agency in the Louisville real estate market to adopt it.
- Defined the standard for property videos by transitioning from basic slideshow-style content to cinematic, lifestyle-focused productions using camera sliders, drones, and deliberate motion.
- Shot, edited, and produced a wide range of marketing assets, including property videos, agent profile videos, and neighborhood tour videos.
- Developed and produced a branded podcast highlighting local businesses, encouraging cross-promotion that expanded brand reach and community visibility.

- Continuously evaluated and implemented emerging technologies to differentiate the agency and its agents, contributing to increased listings and improved agent recruitment.
- Implemented and maintained a database-driven system ensuring every property received coordinated placement across social media, print advertising, and online campaigns.
- Served as quality control lead, ensuring all agent materials and department-produced marketing collateral adhered to established brand standards.
- Planned and promoted quarterly art shows and additional sponsored events to strengthen brand presence and community engagement.
- Handled IT administration responsibilities, including office-wide backup implementation, file server setup and maintenance, and hands-on support to help agents adopt technology and work more efficiently.

FOUNDER

LouisvilleBeer.com

September 2011 – December 2016

- Founded and operated a digital media platform dedicated to promoting and documenting Louisville's growing craft beer scene, producing news coverage, event reporting, beer and restaurant reviews, editorials, tourism features, and opinion pieces.
- Grew the platform rapidly, recruiting and managing a team of 12 writers and content creators within the first two years.
- Produced original video content for the site and for local breweries, expanding multimedia reach and audience engagement.
- Hosted and produced a weekly craft beer podcast with a consistent audience of 900+ listeners, delivering 126 humorous and informative episodes featuring local, regional, and national guests.
- Created all podcast audio assets, including theme music and custom segment bumpers.
- Shot event photography and video, as well as product, packaging, and production facility imagery for breweries.
- Led the establishment of Louisville Craft Beer Week (LCBW) from 2011–2016, a 10-day, citywide celebration of local craft breweries, giving craft beer fans multiple events throughout the area.
- Published, designed, and sold advertising for a 16-page annual Louisville Craft Beer Week guide distributed through the alt-weekly LEO Weekly.
- Elevated the visibility of Louisville Craft Beer Week, which was featured on CNN.com in 2012 (including a quoted

interview), as well as in the Courier-Journal, InsiderLouisville.com, and numerous local TV, radio, and digital outlets.

- Generated revenue by selling advertising and event concepts to breweries, restaurants, liquor stores, and bars, while marketing LCBW directly to craft beer fans throughout the Kentuckiana region.

ART DIRECTOR

NFocus Magazine

December 2011 – January 2013

- Designed and laid out all editorial features for a monthly magazine exceeding 70 pages.
- Curated and selected photography for covers and editorial content to align with overall visual direction and story goals.
- Created, edited, and prepared client advertisements, balancing creative quality with brand and publication standards.
- Directed fashion and home photo shoots, planning and executing shoots with layout, pacing, and print requirements in mind.
- Handled food styling, food photography, and chef portraits for the magazine's dining section.
- Shot and edited video content for social media channels and the publication's website, expanding the brand's digital presence.

SOLE PROPRIETOR

Hatch Creative

May 2003 – December 2025

- Created and executed a wide range of marketing assets, including websites, print advertisements, catalogs, editorial layouts, photography, CD packaging, and video content for diverse clients including:
 - Against the Grain Brewery
 - Bejeezus Magazine
 - Bittners
 - Consuming Louisville
 - Dare to Care Food Bank
 - Derby City Roller Girls
 - Goodwood Brewing
 - Highland Coffee
 - Historic Homes Foundation
 - HopCat
 - Kentucky State Fair
 - Kingpin Lanes
 - Louisville Public Media
 - The Muhammad Ali Center
 - NFocus Magazine
 - Original Makers Club
 - Peterson-Dumesnil House
 - Spalding University
 - WHY Louisville