

Key Accounts & Marketing Manager, Three Creeks Brewing Co

Sisters, Ore., April 2021 – Present

- Directed marketing program - Building brand awareness, fostering customer engagement and driving traffic through event management, print/digital advertising and brand partnerships.
- Collaborated with local businesses, distribution partners, regional event managers, influencers and internal staff to enhance the reach and effectiveness of marketing campaigns.
- Grew email list size by 333% while employing social media strategies that increased Instagram followers by 20%, reach by 38% and engagement rate by 136% YoY during my first year.
- Negotiated sales with distributors and major retail chain buyers to secure additional points of distribution and elevate point-of-sale displays.
- Designed product labels, advertisements, B2B presentations and print/digital assets.

Global Marketing Manager, Arbor Skateboards

Venice, Calif., March 2020 – March 2021

- Developed and executed global marketing plans to promote seasonal product lines and built brand equity through ongoing multichannel campaigns.
- Guided content strategy to engage target audiences with authentic storytelling while connecting brand and product offerings to larger cultural aspirations.
- Organized marketing calendar and drove cross-department coordination to ensure deliverables were received and distributed according to deadlines.
- Recruited influencers, athletes and contractors, then managed relationships to ensure brand integration and provide a continuous flow of engaging content.
- Managed website, oversaw PLP & PDP redesign, and created custom landing pages for D2C relaunch on Shopify platform.
- Implemented digital advertising, paid/organic social media and organic search strategies to drive brand awareness, direct website traffic and customer retention.

Marketing Manager, Tactics

Eugene, Ore., September 2013 – March 2020

- Led marketing strategies which contributed to growth in Skate and Shoe segment revenue by 17% and 19% YoY in 2019.
- Leveraged Google Analytics and internal inventory management tools to direct schedules for digital merchandising, email and paid social media channels.
- Expanded organic search footprint by optimizing existing pages and creating targeted merchandising pages, how-to guides, and product reviews that received millions of views.
- Trained and supervised staff on daily tasks and ongoing campaigns.
- Produced and distributed a wide variety of digital media through web, email, and social platforms.

EDUCATION

University of Oregon, September 2008 – March 2013

- Bachelor of Science in International Studies, Focus in Cross-Cultural Communication.

SKILLS

- Strong experience with Google Analytics, Adobe Analytics, Shopify, Adobe Creative Cloud, Asana, Confluence, Meta Business Suite, Iconosquare, MS Office.
- Flash photography, videography, graphic design.