

Over 10 Years of Experience in Marketing/Media Leadership and Brand Development/Management Positions; Portfolio of Achievements includes a Breakthrough Marketing Initiative for Nike 6.0, Launching and Managing a Successful Apparel Brand, and Year-Over-Year Branding Successes in the Youth Lifestyle Market

Visionary, results-proven marketing/brand manager with track record of success in innovative strategies. Able to lead product branding through the full cycle, from concept development and refinement through launch. Experience within a broad range of situations, including start-up, turnaround, and high growth. Build and cultivate team-based environments. Inspire passion in consumers through integrated marketing strategies; champion of progressive marketing concepts.

Brand Building/Development	Marketing Campaign Launch	Creative Direction/Leadership
Competitive Product Positioning	Strategic Partnerships/Alliances	Entrepreneurial Mindset
New Opportunity Identification	Product Naming/Taglines	Public Relations & Advertising

PROFESSIONAL EXPERIENCE

CLIENT COMPANIES – Los Angeles, CA – 2007-Present

Consultant, Action Sports & Youth Culture Integrated Marketing

Consult with client companies to provide expertise and recommendations on Brand Development, Media Guidance, Market & Trend Strategies, Creative Direction, and Dynamic Content matters.

- **Client: Nike 6.0 – Created and developed web-based, content-driven marketing initiative for 6.0** Division's 1st-year sponsor partnership with the 8-city, 4-day AST Dew Tour (multi-sport competition series). Asserted brand recognition and 6.0 athlete/team identity, providing "credibility by association" through alignment with professional athlete-heroes outside of Nike.
- **Client: EXPN.com – Currently writing "Shred Fantastique" blog that delivers original, sport-insightful, human interest-based content, as well as visual complements.** Focused on news, athletes, products, events, and brands.
- **Client: Hostelling International – Collaborated with Activities & Program Head on revitalizing** promotion of nightly events, with focus on greater overall appeal to international traveling youth audience. Created unique and independent properties for planning/implementation.
- **Clients: Burton* – Performed copywriting and technical writing for the company's annual mass-**distributed consumer catalog; Union Studio – Netflix: online directed copywriting of landing pages; Juice Design – for Adidas/Journey's and 2K Sports Amped 3 video game title for Xbox.

SHELTER LAYERING SYSTEMS – Portland, OR – 2003-2006

Marketing Director

Conceptualized, launched, managed, and advanced entire brand with emphasis on active-lifestyle product line across 3 categories. Continually evolved premium brand identity, building equity and integrity for the entire company and its apparel program. Created advertising strategies and campaigns, held full responsibility for all media buys, and established all marketing objectives. Copy-wrote all collateral materials. Directed all tradeshow activities.

- **Opened Zumiez as one of multiple authorized dealers, with Washington-based mall retailer** operating 174 independent doors nationwide by 05/06.
- **Earned profile by Worth Global Style Network (WGSN) as "Hot Brand," the leading international** fashion trend forecasting company, in 01/06.
- **Launched start-up company subsequently sought-after by distributors worldwide.**
- **Established cause-related relationship with Portland Habitat for Humanity.**

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MARKETING DIRECTOR, continued

- **Selected as jury finalist for the Winter 2005 ISPO BrandNew Awards recognized as “the world’s largest start-up competition in the sporting goods industry.**
- **Secured and strengthened North American specialty retail account base.**

TRANSWORLD SNOWBOARDING MAGAZINE – Oceanside, CA – 2000-2003

Managing Editor / Brand Manager

Set editorial theme, tone, and direction. Involved intimately in brand's ongoing promotional activities and events. Identified and qualified new and/or existing sponsorship programs; attended trade shows and on-site sales meetings, representing company at annual industry conference. Provided insightful direction to sales representatives per issue as leads for increased ad generation; recommended additional revenue streams to the publisher.

- **Implemented 100% revitalization and re-launch of the magazine; played instrumental role in publication receiving Henry R. Luce Award in 2002 for “editorial excellence in photography.”**
- **Conceptualized amateur competition “TransAm Series” (currently in its 6th season) that increased brand exposure for the United States of America Snowboard Association.**
- **Served as Keynote Speaker for the TransWorld Panel Discussion, 2002, Colorado Ski County conference.**

HARDCLOUD – San Clemente, CA – 1999-2000

Online Content Editor / Brand Developer

Created entire channel and stream of original content (previously non-existent) from existing network of editorial contributors for archival and launch of e-commerce-based, content-driven web site. Edited broad range of written content, managing contributors and soliciting/retaining select group of highly sought-after professional photographers. Maintained daily, weekly, and monthly communication/asset transfers to and with site developers.

- **Secured top action sports industry production company sponsorship, providing significant archival video to be reanimated to the web site, as well as co-branding relationship.**
- **Gained experience in start-up development/launch, as well as immersion in the digital world.**

BLUNT SNOWBOARD MAGAZINE – Beverly Hills, CA – 1997-1998

Managing Editor / Brand Manager

Managed day-to-day efforts, assignments, T&E reimbursement, and production calendar. Attracted both new and established contributors. Authored content and edited all features to maintain magazine's strong brand/market positioning. Composed media kit copy, subscription pages, and insert cards. Served as a liaison between the magazine's production and advertising departments, as well as with corporate executives, to address issues.

- **Brought on board to oversee transition to new infrastructure from former owner to L.F.P., Inc., growing book size, newsstand sales, subscriptions, ad revenues, and brand recognition.**
- **Succeeded with top-down directive to bring the magazine to operation on an 8-issue production cycle for the 1st time in the magazine's history.**

PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Journalism/Public Relations/Advertising: Humboldt State University, Arcata, CA

Affiliations: LinkedIn: Sports Marketing & PR Pros, Action & Sport Innovators; Los Angeles Conservancy