

**OBJECTIVE**

Obtain the role of Digital Marketing Manager

**EXPERIENCE****GEAR COOP**

Costa Mesa, CA  
2014 - 2016

**MARKETING & E-COMMERCE DIRECTOR**

- Produced the Gear Coop branding (logo, copywriting, designs) and multi-store E-Commerce platform
- Worked closely with the Inventory and Sales teams on maintaining reports to monitor inventory, margins, and ROI
- Oversaw all PPC, social media and email campaigns for brand, events and sales schedule
- Reported an indepth look into sales, spend, and strategy weekly to CEO & monthly to entire company staff
- Organized and directed in-store events (film screenings, athlete appearances, charitable events, product launches, weekend events) that generated up to 800 customers per store event
- Pitched and produced creative marketing ideas and interactive tools in collaboration with The North Face, Mountain Hardwear, adidas Outdoor, Black Diamond, etc. to drive product sales
- Marketing direction contributed to company's annual revenue growth from \$11 million to \$18 million (2013 - 2015)

**INTERNATIONAL SURF LIFESAVING ASSOCIATION**

Huntington Beach, CA  
2008 - present

**CO-FOUNDER, DIRECTOR**

- Produced ISLA's website, branding and all marketing campaigns that have resulted in over \$2 million dollars raised for water safety and lifesaving initiatives in 6 continents
- Public speaker to US Congressional hearing, conferences in Europe, Canada and the USA sharing my work
- Developed infrastructure of company and website that currently manages 300 ISLA team members that are working on 40 ISLA projects in 18 countries, including the USA
- Built and oversee all social media, PPC and email campaigns and budgets for brand

**VISUALADE**

Long Beach, CA  
2011 - 2013

**PRODUCER, PROJECT MANAGER**

- Producer and Project Manager for websites and marketing strategies
- Clients include South Coast Plaza, Mall of America, Fashion Island, Forum Snowboards, and Foursquare outerwear

**COMMANDMASS**

Long Beach, CA  
2008 - 2010

**PROJECT MANAGER, OWNER**

- Ran a company of 4 full-time employees developing websites, style guides, branding, corporate identities and marketing strategies
- Focused on sales: clients include city government agencies, solar company, and a large NYC investment bank

**EDUCATION****POINT LOMA NAZARENE**

San Diego, CA  
2007

**BACHELOR OF ARTS**

- Business Administration with a concentration in Finance and Entrepreneurial Studies

**HONORS, ACTIVITIES, & CREDENTIALS**

- 2016**
  - Created a project to aid Syrian Refugees crossing the Aegean in Lesbos, Greece. Organized 32 medical professionals from 10 countries. The effort raised over \$100k, received global media attention and (most importantly) assisted 2,000 fleeing war refugees for 84 days
- 2014**
  - Received Presidential Service Award from the Obama administration
- Activities**
  - Avid backcountry skier, climber and surfer