

Profile

Powersports Marketing professional with an interactive & video edge. MBA with a broad based skill set, and international perspective. Seven years of motorcycle industry experience, 27 riding. Will make your marketing effective, efficient and remarkable.

Powersports Marketing Experience

- ◆ Introduced 7 new motorcycle consumer products from concept to production in less than a year
- ◆ Took a direct email campaign from making 7k a month to 70k a week in sales
- ◆ Built and ran the first ever manufacturer support program for driving sales through large powersports internet retailers
- ◆ Designed, produced, and implemented 100 square meter exhibit at InterMot Motorcycle Show
- ◆ Conceived and produced new ad campaigns that resulted in proven consumer awareness and demand
- ◆ Reoriented an SEM campaign to lower costs and increase sales by increasing targeting focus of key phrases
- ◆ Envisioned and executed rebranding that took retailer from distant 4th to competing for #1 most trafficked powersports retailer
- ◆ Designed & implemented complete website facelift with powerful new features for over 3000 fitments in 2 months
- ◆ Wrote releases and worked press relations which increased the quality and quantity of motorcycle industry press coverage

General Business Experience

- ◆ Hired, trained, retained and led teams of up to 30 people
- ◆ Project managed complete IT and telecommunications infrastructure upgrade that supported \$18 million in sales
- ◆ Used to working across multiple departments and vendors to increase marketing and technology effectiveness...fluent in "tech speak"
- ◆ Worked in multi-tasking startup environment where priorities change and are implemented within hours
- ◆ Experienced and effective presenter and guest speaker
- ◆ Cross industry experience, Motorcycle & ATV, Travel & Tourism, Fancy Food, Corporate & Municipal Security, Ad Agency
- ◆ Experienced in Microsoft Excel, Word, Powerpoint, FinalCut Pro, Photoshop, InDesign, Quark, GoLive, DreamWeaver

Recent Career History

LeoVince USA (August 2007 - July 2009)

Interactive Marketing Manager: Internet retailer sales development, all digital video, complete website facelift and complex feature build out, all website content, work events, manage all digital assets, flyers, and distributor sales collateral for the US division of the worlds largest motorcycle exhaust manufacturer.

BikeBandit.com (November 2006-August 2007)

Senior Marketing Manager: Responsible for 2M budget, did complete rebranding, envisioned and executed integrated plan of print, SEO, SEM, copromotion and major email marketing campaign expansion that all together took this powersport etailer from #4 to battling for the #1 most trafficked site

Intagio Media Services (November 2005-November 2006)

Marketing Coordinator: Envisioned and implemented new B2B marketing strategy, trained and supervised account directors in prospecting presentations, external marcom director, event marketing director, account planner on large accounts for this media services agency.

Bel-Ray Company, Inc. (June 2004-April 2005)

Marketing Manager Consumer Division: Developed new products for this international lubricant company, set and implemented media plan, developed press relations, engaged in market segment analysis and marketing strategic planning, directed marketing communications campaign strategy and implementation, facilitated sponsorship management, maintained distributor relations, designed and produced dealer show displays.

MacLeod Group Marketing (February 2003-Current)

Freelance Marketing Work: Powersports direct mail, website development, magazine layout, marketing strategy, media plans, analytics project management corporate identity creation, event planning and coordination, sales representative

Airtreks.com (January 2000- February 2003)

Marketing Manager, Web Producer & IT Manager: Market research, business development, online media campaigns, copy writing, complex user interfaces, user testing and the entire website. scaled out information technology infrastructure to support increased efficiency and capacity. Desktop deployment, IT procedures, LAN topography, server room set up and phone systems for this international airfare supplier.

Education & Motorcycle Experience

- ◆ MBA in Marketing Golden Gate University (GPA 3.8) BS with distinction in International Business Sonoma State University (GPA 3.78)
- ◆ 27 years riding experience, ATV, Off-Road, International Sport Touring, Sport bike track days

