

DAVID DeLOOPER

Director of Marketing & Communications

Philadelphia, PA • [470] 363-3078 • delooper@gmail.com • [LinkedIn](#) • [Website](#)

EXECUTIVE SUMMARY

Results-driven marketing executive with 10+ years of experience at the intersection of sports, culture, brand, and lifestyle. Known for building high-performing teams, driving integrated marketing strategies, and delivering measurable business results through authentic brand storytelling and full-funnel campaign activations.

THE WAY I WORK

- **Leadership Philosophy:** Work with purpose, positivity, and intention
- **Marketing Principles:** Put the right product, in the right place, at the right time

CAREER EXPERIENCE

Fitler Club - Philadelphia, PA

June 2025 - Present

Director of Marketing

- **Integrated Marketing Leadership:** Own the full-funnel marketing strategy for a \$30M+ premium lifestyle brand across six business lines, including Membership, Hotel, Private Events, Coworking, Dining, and Retail, aligning campaigns to acquisition, retention, upsell, and multi-channel revenue growth.
- **Digital Marketing & Paid Media:** Manage the complete digital marketing stack, including website management, content production, and paid advertising across social, search, and display, optimizing spend across channels to drive high ROAS and maintain consistent brand quality across all digital touchpoints.
- **CRM, Email & Retention:** Lead segmentation, lifecycle automation, and email marketing strategy, building pipelines for lead nurture, conversion, booking recovery, upsell, and member retention across all business lines.
- **Demand Generation & Conversion:** Grew qualified leads by 22% through landing page optimization, expanded lead capture, lifecycle email flows, referral programs, and conversion-focused promotional strategy.
- **Partnerships, PR & Influencer:** Manage partnership activations with the Union, Sixers, Flyers, and Phillies; oversee media relations and a 15-person influencer roster that drives brand awareness, engagement, and earned media visibility across lifestyle and hospitality verticals.
- **Retail, Apparel & Ecommerce:** Personally design Fitler Club merchandise and lead event merchandise programming across activations and brand moments. Developed and executed a 3-phase merchandising strategy spanning retail environment design, apparel assortment planning, and integrated marketing, growing merchandise revenue 33% (\$25K YoY). Currently building out the brand's e-commerce infrastructure to extend retail revenue beyond the physical space.

Red Bull Media House - Philadelphia, PA

March 2019 - March 2025

Senior Marketing & Communications Manager

- **Strategic Communications:** Developed and executed year-long, multifaceted communications plans to launch new products, amplify Red Bull athlete and event stories, and support music and sports partnerships through digital media and brand storytelling.
- **Flagship Athlete Campaign, Trinity Rodman:** Led the Olympic campaign for Trinity Rodman, directing a multi-day production shoot spanning six athlete interviews, press content, and a magazine cover story. Campaign delivered 25M+ views and exceeded all KPIs ahead of Rodman's gold medal win in Paris 2024.
- **Flagship Event Campaign, Red Bull Showrun:** Produced a marquee Red Bull Formula 1 Showrun activation in Washington, D.C., drawing 50K on-site attendees and generating 500M+ views. The event featured a Pusha T concert, an RG3 viral activation, and earned coverage across 500+ media articles.
- **Project & Budget Management:** Managed 40+ projects annually, streamlining operations across three external agencies while maintaining deadlines and budget discipline, achieving annual cost savings and enabling the addition of a full-time team member.

- **League Co-Marketing & Community Activation:** Spearheaded Red Bull's basketball market growth in Philadelphia through a 360° co-marketing partnership with Sixers player Matisse Thybulle and the Philadelphia 76ers organization, managing a creative rollout spanning content, press, and murals that raised \$180K for local court renovations in partnership with the Sixers and City of Philadelphia.

Red Bull Media House- Atlanta, GA

March 2017 - June 2019

Communications & Programming Specialist, Sports

- **Campaign Scale & Earned Media:** Delivered 300M+ impressions across PESO channels through global flagship initiatives including Red Bull Creators of the Game x Neymar Jr's Five, the Mo Ali FC Road Tour, and Red Bull Last Stand, executing strategy across digital, social, PR, and experiential.
- **Athlete, Talent & Streetwear Creative Relations:** Managed strategic communications and content partnerships for marquee athletes including Anthony Davis, P.K. Subban, and Lexi Thompson. Built and maintained a creator and streetwear network, including Joshua Vides, Dan Mache, Chris Pyrate, and Bmike, alongside musicians Pusha T, Armani White, Raekwon, all integrated into campaigns through branded content, live events, and cultural activations.
- **Regional Brand Development:** Elevated community voices and emerging subcultures across the Southeast through locally rooted storytelling, grassroots activations, and culturally resonant campaigns that drove authentic brand affinity.

New York Red Bulls - Harrison, NJ

October 2015 - March 2017

Grassroots Marketing Manager

- **Go-to-Market Strategy & Season Launch:** Conceived and executed a full go-to-market campaign for New York Red Bulls season ticket holder acquisition, driving activations across 26 pub partners, soccer specialty retailers, and grassroots freestyle events. Generated \$60K+ in ticket sales and a 415% YoY revenue increase through co-branded programming and community-level marketing.
- **Influencer Marketing, Program Launch:** Conceived and built the club's first influencer marketing program, securing partnerships with global creators including KSI and the F2 Freestylers and driving awareness through digital content, in-person appearances, and earned media coverage.
- **Brand & Experiential Activation:** Rebranded and managed the official Freestyler Crew, directing halftime shows, media appearances, and branded content that earned features on ESPN, MLS, and local news, strengthening the club's identity in the broader New York market.

Red Bull North America - Santa Monica, CA

January 2015 - October 2015

National Brand Marketing Specialist

- **National Co-Marketing:** Led retail partner activations for the Red Bull Global Rally Cross campaign, supporting placement of 20M+ branded cans across national retail through aligned product storytelling, experiential marketing, and in-store execution.
- **Strategic Sales Enablement:** Authored the 'At Work Playbook,' Red Bull's go-to-market guide for non-traditional account acquisition and marketing, selected as the national pilot for the brand's single largest consumption occasion initiative.

EDUCATION

Master of Business Administration (MBA)

Southern New Hampshire University

Bachelor of Science in Finance & Marketing, Minor in Professional Sales

The College of New Jersey

Diversity and Inclusion for Organizational Excellence

Stanford University Graduate School of Business