

PETER MALECHA

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About Me

Inventive and industrious Digital and Creative Marketing Professional with expertise in strategic thinking, brand development, and collaborative leadership. A demonstrated history of capturing new business development by developing innovative and well-researched market strategies.

Skills

Collaboration
Marketing Strategy
Innovation
Culture Change

Marketing Research
Enterprise Campaign Management
Creative Direction
Marketing Communication

Customer Acquisition & Retention
Brand Marketing
Data Analysis
Agility

Experience

Chief Marketing Officer (Fractional)

Saffron & Sage, San Diego CA

December 2021- Present

- Influenced online marketing plans and web design that generated SQL and **lifted membership revenue by 25%**
- Translated market research, and analytics providing a detailed view of the niche market **generating 4:1 ROI**
- **Improved brand management by 65%** by driving an execution-oriented project management culture
- Defined product marketing plan for CPG and eCommerce sales and **grew business by 15%**

Board Member

Saffron & Sage, San Diego CA

December 2019- Present

- Measured web analytics quality, effectiveness, and ROI of digital media activities **lifting ROAS from 2:1 to 5:1**
- Evaluated online advertising effectiveness based on historical performance data and **achieved MQL by 15%**
- Formed investor decks and corporate communication presentations to **identify new business development opportunities**
- Organized product development plans for the CPG program to focus on the B2B business and drove a **30% incremental increase**

Digital Marketing Director (Contract)

GZ6G Technologies, Irvine CA

August 2021- April 2022

- Planned media marketing, including paid search, Google Analytics, SEO, and display advertising **raised site traffic by 35%**
- Organized investor relation collateral with the CEO and **secured \$15 mil in VC investments**
- Oversaw front-end UI/UX web development for the GZ6G website delivered Q1 2022 and **elevated organic traffic by 125%**
- Collaborated with SaaS sales management to identify targets and develop campaigns to drive net-new opportunities **growing MQL 250%**

Global Digital Marketing Director Content and Production

ASICS Corporation, Irvine CA & Tokyo Japan

November 2017- August 2021

- Founded a studio and on-location content creation capability, resulting in a **40% reduction in production costs**
- Assembled and directed a team of 12 across marketing management and creative functions **lowered agency costs by 50%**
- Implemented ASICS branding & identity guidelines into a consistent creative direction with **100% global adoption**
- Formalized marketing communications for in-line product stories across all channels contributing to a **75% seasonal sell-through rate**
- A/B tested content templates for UX/UI team, which led to a **150% increase in conversion** from product page to the cart
- Created **digital strategy for top 10 B2B** accounts like Amazon, Zappos, Dick's Sporting Goods, Footlocker, Eastbay

Global Marketing Executive Producer

ASICS Corporation, Irvine CA & Tokyo Japan

November 2016 – November 2017

- Developed and implemented a corporate identity and copywriting guideline **100% global adoption**
- Research market trends and channel data analytics to determine the seasonal creative strategy contributed to **6% business growth YoY**
- Creative direction, concept development, marketing communications for ASICS, Onitsuka Tiger, and ASICS Sportstyle product launches

Senior Digital Marketing & Ecommerce Manager

ASICS America Group, Irvine CA

September 2011- November 2016

- Guided B2C brand development growth, **35.5% year-over-year in 2015 and 45% growth in 2016**
- Developed opt-in CRM campaigns, which **increased email revenue by 55% and open rate by 45%**
- Modified digital strategy and SEO resulting in an **18% year-over-year positive revenue** attribution to organic traffic

- Managed email marketing Google ads, integrated marketing, and Google Analytics for **three branded e-commerce sites**
- **Globally Launched** Data Management Platform (DMP), Digital Asset Management (DAM), and Content Management Systems (CMS)
- Formulated innovative social media marketing strategies and drove community growth on average of **+10% month over month**

Senior Digital Marketing & Ecommerce Manager

Fox Racing, Irvine CA

January 2010 – September 2011

- Initiated development of search engine marketing (SEM) and SEO programs which **lifted traffic 75% YoY, 170% MoM**
- Sharpened engagement across social platforms through content marketing strategies, **growing community by 18%**
- Spearheaded online advertising, prioritizing the consumer journey and product stories, **boosted key style sales by 50%**
- **Generated 200%** organic search volume **and 19% improvement** in sales leads MoM

Art Director Marketing & Ecommerce

Anchor Blue Retail Group, Ontario CA

January 2007 – January 2010

- Designed eCommerce website and **grew the online business to 10:1 sales** compared to brick-and-mortar locations
- Negotiated a partnership with Sony Music and iHeartMedia Inc. and **amplified brand awareness by 300%**
- Engineered reduced retail footprint and updated signage, fixtures, light engineering, and **reduced lease costs by 20%**

Art Director Marketing & Design

The Row LLC / Dualstar Entertainment Group, Los Angeles CA

February 2003 – January 2007

- Streamlined digital and product management across Mary-Kate and Ashley Brands and **raised productivity by 25%**
- Consolidated a multi-discipline team for Dualstar Entertainment Group, **reduced agency costs by 50%**
- Identified strategic opportunities contributing to a **3X expansion of brand footprint**: Auchan, George, and Wal-Mart Global

Education

Fashion Institute of Design and Merchandising, Los Angeles

Professional Designation, Design & Manufacturing

University California Los Angeles, Los Angeles

BFA, Undergraduate Industrial Design

Certification

HubSpot Content Marketing
HubSpot Digital Marketing
HubSpot Growth-Driven Design

Google Analytics for Power Users
Google Fundamentals of Digital Marketing
Google Ads Search

Google Shopping Ads
Google Ads Display
Google Display & Video 360

Software

Adobe Creative Suite
Adobe Illustrator
Adobe Photoshop
Adobe XD
Capture One
Microsoft Office

Google Analytics
Google AdWords
Figma
Salesforce Marketing Cloud
HubSpot
Trello

Jira
Sprinklr
Shopify
Klaviyo
Oracle Netsuite
Squarespace

Awards

Bronze Lion
Bronze American Advertising

Kellogg Foundation Ink & Clay

National Cotton Association Award