

ERIC ENGEL

MARKETING EXPERT

DEDICATED & PASSIONATE MARKETING PROFESSIONAL WITH OVER 12 YEARS OF PROVEN EXPERIENCE HELPING BRANDS GROW STRATEGICALLY AND PROFITABLY. 20X IRONMAN FINISHER & AGE GROUP WORLD CHAMPION

WORK HISTORY

CONTACT

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LINKEDIN

LINKEDIN.COM/IN/ENGELERIC

SKILLS

- DIGITAL STRATEGY
- EMAIL MARKETING
- FORECASTING
- CONTENT CREATION
- SEO DEVELOPMENT
- SOCIAL MEDIA
- PPC & ADVERTISING
- DATA ANALYSIS
- GRAPHIC DESIGN
- SALES
- E-COMMERCE
- TEAM MANAGEMENT
- RETAIL MARKETING
- EVENT PLANNING

EDUCATION

BACHELOR OF B.A (MARKETING)

UNIVERSITY OF WISCONSIN-
MADISON | MADISON, WI

NOV 2021 -
CURRENT

SENIOR MARKETING MANAGER

USA TRIATHLON | COLORADO SPRINGS, CO

- Responsible for leading email marketing and social media strategy across all channels
- Creation and execution of marketing campaigns across organization and constituent groups
- Manage creative and social media teams

JAN 2021 -
NOV 2021

DIGITAL, CONTENT & SEO MANAGER

RUNNING SPECIALTY GROUP (JACKRABBIT) | DENVER, CO

- Creation and implementation of Email Marketing strategy for multiple banners under Running Specialty Group (RSG)
- Content creation and SEO development including blogs, reviews, infographics and educational pieces
- SMS strategy and implementation

NOV 2018 -
SEPT 2020

MARKETING & SALES DIRECTOR

LIFESTYLE STAFFING | MADISON, WI

- Responsible for marketing strategy and execution as well as mentoring, training and growing sales team.

SEPT 2017 -
NOV 2018

MARKETING MANAGER

SUR PHYTOPERFORMANCE | CHICAGO, IL

- Hired as the Marketing Manager to take over all marketing and business development responsibilities for a start-up company in the endurance sports industry.

SEPT 2014 -
SEPT 2017

eCOMMERCE/DIGITAL DIRECTOR

ENDURANCE HOUSE | MIDDLETON, WI

- Started as the General Manager of the Delafield location and was promoted rapidly to the eCommerce Director of the Endurance House corporate office.

JUNE 2013 -
SEPT 2014

DIGITAL MARKETING COORDINATOR

TN MARKETING | WAYZATA, MN

- Responsible for the strategy and implementation of search engine marketing for 12 different e-commerce websites - each with a highly niche audience (woodworking, remote control planes, quilting, etc).

JAN 2011 -
JUNE 2013

DIGITAL MARKETING SPECIALIST

MIDWEST DIGITAL MARKETING | MADISON, WI

- Responsibilities included implementing on-page and off-page SEO strategies as well as website design and development