

DAVID MEREDITH

Marketing and Communications Professional

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📍 Tacoma, Washington



EXPERIENCE

Head of marketing - Americas

Full Speed Ahead

📅 07/2021 - 01/2025 📍 Mukilteo, Washington, United States

International bicycle components brand

- Arrange, organize all logistics, and attend events
- At events, represent and be the main point of contact (the face) for consumers, athletes, and media for the FSA brand
- Travel to events, tradeshow, and customers as needed
- Coordinate and manage sponsored athlete and influencer programs
- Provide product and brand feedback by organizing field tests and working with athletes
- Budget, plan, organize, and execute NA & SA advertising plan
- Create promotion opportunities for FSA through digital advertising campaigns, social media postings, e-newsletters, videos, etc
- Own and maintain global MTB and Gravel social media efforts
- Coordinate and work with other FSA offices on global marketing activities
- Work directly with press on product information, testing and general communications

Consultant

Parkside Trail Land Management, LLC/Parkside Ranch

📅 08/2018 - 09/2023 📍 Plummer, Idaho

Operation and yearly planning of private outdoor recreation park with educational element as land is 100+ year certified organic. Soon to be Idaho's premier destination for outdoor recreation with 400+ acres of trails built across multiple ridgelines with views of Lake Coeur d'Alene and beach access.

- Ride/hike in camping and tiny house rentals
- Trails for all skill levels
- Pro shop with rentals
- Farm to table cafe with vegan options
- Open for Nordic and fat biking in the winter (xc ski/snowshoeing)
- Daily and annual management of business plan
- Sustainability plans
- Budget plans
- Risk Management
- Partners
- Marketing and PR

Experiential and Digital Marketing Manager

Incycle Bicycles

📅 05/2020 - 07/2021 📍 San Dimas, California, United States

Bicycle retail shop

- Helped with design and layout of new site, <https://incyclebicycles.com>.
- Curated and wrote fresh content for the site.
- Performed front-end testing and user accessibility for the site.
- Held the key to its user interactive presence and look.
- Engaged in daily customer interaction via web-facing engagement to help tell the story of Incycle Bicycles and grow market share.

Founder

Feed our Pets USA

📅 04/2020 - 05/2021 📍 United States

A National 501c3 non-profit built to help build funds to feed the pets of the US who's families have lost work due to the COVID-19 pandemic and ensuing economic crash.

- The goal is to help those with newly found economic hardships keep food and needed supplies for their pets, especially when economic uncertainty may lead them to consider the decision to surrender their pet because of a lack of money to feed them.

SUMMARY

I am a storyteller. Through storytelling, we learn, engage, and bring the community together. Stories are not just for communication, but for connection and to help build community. Throughout my career, I have built learned invaluable lessons about brand storytelling, stakeholder engagement, and the power of strategic communication. I honed my ability to craft compelling narratives that captured audience attention, increase brand loyalty, and ultimately result in sustained growth and market presence.

I successfully led global outreach and teams that emphasized collaboration and holistic communication strategies.

PROJECTS

fsaproshop.com

📅 2021 - 2025

Daily maintenance and GUI of company web site

- B2C e-commerce site through Shopify

Incycle.com

📅 05/2020 - 07/2021

Launched July 1, 2021

building a full web site with automations, customer integrations, copywriting, and continuous testing and updating.

How can the outdoor industry normalize diversity in the travel and leisure sector?

📅 02/2018 - 2018

Collaborating with a team of strategic directors in the leisure and outdoor industry and leading a think tank at the Sustainable Brands 2018-Vancouver activation hub answering the question "How can we normalize diversity in the travel and leisure sector of the sporting goods industry to make it accessible to all."

-I posited a new smart phone app that will help bridge international waters and language gaps to allow for low-cost and peer-to-peer travel and storytelling.

-This app is not in development

Strider Cup Los Angeles

📅 01/2019 - 06/2019

Design and implement marketing and public relations activations and partnerships for Strider Sports International and the Strider Sports Foundation throughout Los Angeles, Orange County, and Riverside country of southern California. To be an on the ground contact for media, celebrities, companies, racers, donors, and schools for SSI and SEF as well as all things above for the Strider Cup race happening at LA Live on May 4, 2019.

EXPERIENCE

PR Specialist

Strider Sports Intl., Inc.

📅 01/2019 - 01/2020 📍 Greater Los Angeles Area

Strider kids balance bikes

- Design and implement marketing and public relations activations and partnerships for Strider Sports International and the Strider Sports Foundation throughout Los Angeles, Orange County and Riverside country of southern California.
- To be an on the ground contact for media, celebrities, companies, racers, donors and schools for SSI and SEF as well as all things above for the Strider Cup race happening at LA Live on May 4, 2019.

Service Director

Specialized Bicycle Components

📅 06/2017 - 01/2018 📍 Orange County, California Area

Service director/assistant store manager at SPECIALIZED BICYCLES RETAIL, LLC

- Established processes that grew the productivity and profitability of the service department on an ongoing scale of 5% monthly
- Created and wrote the service direction and management design for the global-scale retail
- Developed cost-savings opportunities and processes to be used globally
- Trained others in technical repair, brake bleeding, suspension rebuilding, carbon wheel building
- Wrote and designed client-facing classes for establishing community outreach and trust
- Established best in class practices on client-chain relations and communications
- Established strong report with community and built the trust between our sales and service and the greater cycling community within California
- Established best in class service practices for global rollout of retail chain

Global Sports Marketing Manager

Crank Brothers, INC.

📅 04/2015 - 06/2017 📍 Laguna Beach

International Athlete Relations

- Established marketing goals and programs to increase product visibility and market share
- Event organization, planning, logistics, and coordination
- Create exclusive web content and write interesting lifestyle stories
- Creation and execution of modern retail communication activities
- Develop and generate marketing communication content (photography, videos, and stories) for social media, website, and other marketing collateral

Service Manager

Bike Gallery

📅 03/2008 - 06/2011 📍 null

Graphic Designer/Assistant to Marketing Director

Whole Foods Market

📅 02/2005 - 07/2007 📍 Santa Fe, New Mexico Area

Marketing Director

Wild Oats Markets

📅 05/2004 - 02/2005 📍 Santa Fe, New Mexico Area

Marketing/sponsorship

Marzocchi USA

📅 01/2002 - 12/2003 📍 null

EDUCATION

Masters of Photographic Arts, marketing, photography

Brooks Institute

📅 01/2002 - 12/2003

Double Bachelors of Arts; Photographic/Industrial Design and Theology

University of Idaho

📅 01/2000 - 12/2002

OWNER

One Ghost Industries, LLC

Internationally retailed bicycle brand

* Establish new marketing goals and programs to increase product visibility and market share.

- Event organization, planning, logistics, and coordination.
- Create exclusive web content and write interesting lifestyle stories.
- Creation and execution of modern retail communication activities.
- Plan monthly social media calendar and execute posts using best practices.
- Develop and generate marketing communication content (photography, videos, and stories) for social media, website, and other marketing collateral.
- Global Ad direction and placement
- Sponsorship of Global programs
- manage and support teams and athletes with products and technical support at race events and office
- Management of product introductions and creation of launch materials for new product
- Ongoing media interaction with global outlets
- Copy writing
- Web direction
- Event planning and execution
- Social media management
- Retailer interaction
- Global brand management and stewardship
- Develop and maintain external relationships – key contact for product samples, sales/dealer needs, outside vendors, assists with outside agencies on key marketing projects
- Develop Marketing and Sales Plan product line for global Market and implement same
- Manage social media sites with current Facebook and Twitter posts as well as seasonal initiatives with various social media applications
- Organize and attend trade show events, including packing, shipping and inventory management
- Provide marketing support to Sales Representatives and tools to act in assigned territories
- Maintain inventory of product and collateral materials for assigned region
- Process improvements
- Help to Manage Distributor sales
- Foster and grow new sales avenues
- Manage mobile demo/tech services
- Manage, train and audit sales staff
- Design and Manage sales promotions
- Operations support
- Marketing budget adherence through corporate information
- Sales promotions budget creation and adherence