

# Trey Richardson

## RESUME SUMMARY

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### Brand & Company Management

- Aligns a company with the current & future market place to promote sustainable growth and overall economic health
- Develops & monitors business flow & forecasts through CRM tools to forecast & manage quarterly and annual goals
- Executes leadership by exploiting & managing a quality team's talents over pushing management's control
- Actively participates with all departments assuring symbiotic communication and direction
- Familiar with and respectful of domestic & global business markets, cultures, & practices (the Americas & EMEA)

### Marketing & Content Creation

- Highly experienced with B2B & B2C marketing in domestic and global markets
- Uses marketing automation, analytics, and experience to track & maximize marketing efforts (*familiarity with Marketo, Pardot, Google Analytics, and other outreach platforms*)
- Takes a progressive approach to using new as well as proven practices to best reach audiences & key decision makers
- Experience with website creation, layout, & management as well as producing content & imagery
- Maintains relationships with preferred vendors & 3<sup>rd</sup> party providers used for outsourced production and marketing outreach
- Strong ability with regards to press outreach as well as having experience with how today's press operates
- Professionally creates & edits written & photographic content in both digital & print formats as well as video scripts, storyboards and general editing
- Manages tradeshow related activities including booth concept, design, & production as well as marketing & press outreach

### Product Management & Development

- Experience with product and service development from concept to final production & distribution
- Organizes & schedules development on a multi-tier timeline to minimize setbacks
- Determines, leads, and innovates future developments through market research & collaboration with suppliers & sales teams
- Negotiates with internal & external suppliers, factories, and distributors to obtain quality & cost-effective products
- Establishes & educates technical and customer service prior to product releases as well as maintain regular follow-up

### Sales & Account Management

- Experience in B2B, B2C, & OEM sales at local, regional, and executive levels, both domestically & internationally
- Develops sales programs around today's most demanding and electronically connected consumer
- Creates realistic and attainable goals to build sustainable, short & long-term growth
- Maintains strong trusting relationships to better understand customers' current & future needs and challenges

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## PROFESSIONAL EXPERIENCE

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### **Digital Projection International** – Atlanta, GA 2017 - 2018

#### *Marketing & Communications Director*

- Heads up all B2B & B2C marketing efforts for a leading company in the commercial audio & video market
- Manages a team comprised of in-house staff and vendors for all marketing needs
- Leads branding for all corporate and product related items
- Evaluates & manages B2B & B2C advertising for digital & print media as well as key industry resources
- Uses analytical tools for lead generation and to measure marketing efforts (Salesforce, Pardot, Marketo, Google Analytics, Meltwater, and others)
- Creates various online and email campaigns to generate leads & drive key decision makers to us in order to better know their needs and when to establish contact
- Initiates collaborations for all creative & promotional items with sales, customer service, and other departments
- Creates and edits written content for web, catalog, technical applications, and white papers as well as contributes articles in industry-based media outlets
- Develops & manages webpage layout and pages through WordPress and basic HTML knowledge
- Organizes & maintains press contacts and builds strong relationships with key editorial staff
- Negotiates all digital & print advertising with emphasis on lead generation and having the ability to track & measure our marketing efforts
- Determines & manages all external marketing efforts such as large & medium tradeshows, demos, and other key opportunities in both domestic & international markets

### **Maxxis International** - Suwanee, GA 2007-2009

#### *Global Brand & Marketing Manager for CST*

- Developed a business and marketing plan to launch a new brand to both domestic and international markets
- Created a successful B2B sales & marketing strategy aimed at OEM customers, distributors, retailers, & consumers with sales over 200% over goal
- Collaborated with senior management and global R&D teams in China, Taiwan, & Europe to anticipate market demands, trends, and technologies to continuously innovate products and maintain the brand's image integrity
- Conceptualized and managed all B2B and B2C marketing materials including consumer and OEM catalogs, brand website, social media, all print advertising, trade show booth design, and brand accessories
- Worked with various print & video media outlets, both domestic and international, to acquire key advertising services at negotiated prices
- Developed PR and press outreach by cultivating lasting relationships with key industry peers and media
- Led creation of trade show booth design with emphasis on visual impact, being transportable, & reusable
- Provided detailed sales reports to analyze the current and future direction of the brand and marketing budget
- Organized athlete and event sponsorships that best focused our product towards the target population
- Proposed and oversaw budgets for production, sales, and marketing

### **Hawley-Lambert** – Lexington, SC (Worked remotely in Atlanta, Georgia) 2010 – 2014

#### *Account Manager & Outside Sales (GA)*

- Oversaw and managed B2B sales and services and increased the number of accounts by 40%
- Prospected new clients to generate additional business as well as grew sales with existing accounts
- Planned and organized training workshops on products, point of sale integration, and good business practices
- Managed individual account statistics involving payments, terms, and forecasting future needs
- Worked directly with vendors to sell, market, and improve current and future products
- Attended and supported industry events, trade shows, product demos, & clinics
- Participated in various forms of community outreach to give back to those that supported our industry
- Proudly awarded numerous sales and customer service awards for helping accounts grow their business

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## OTHER NOTABLE EXPERIENCE

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### **Freelance Technical & Creative Writer 2012 - 2017**

*Rotating Mass Media (Dirt Rag Magazine), Bike Board Media (Bike Rumor), Performance Bicycle, Bike Roar, & more*

- Written & edited over 400 articles for online & print media covering a wide range of articles & story telling
- Researched & provided content for product reviews, industry news, advocacy, and personal interviews
- Technical writing for print and web including manuals, product descriptions, and white papers
- Social Media management to increase readership & advertising revenue
- Follow current AP Style Guide and used SEO
- Primary go-to contact for PR and other media contacts through persistent networking
- Provide professional level photography & editing as a highly skilled photographer
- Attend press events and tradeshow all over the world to provide timely and in-depth information to readers
- Consult and test with companies on product development to further improve and evolve their products
- Create & edit photography and video with Adobe Creative Suite (Photoshop & Lightroom etc.)

### **Corporate Wellness Director – Exxon, IBM & NASA**

- Developed and managed corporate wellness programs for large corporations
- Worked with top level executives, doctors, and providers to network various opportunities into my programs that best suited the client
- Created a system of new as well as existing standards that were repetitive to track clients' progression
- Successfully increased employee's overall health through many various avenues ranging from simple presentations and consults, to setting up full programs that were tracked regularly

### **Consultant – Product Development for New & Existing Businesses**

- Product tester and advisor for various bike related companies to help test and evaluate a product's performance & ability to withstand real world situations as well as give feedback related to a product's place in the market
- Strong vision of where the market place has been and where it needs to go based on current manufacturing, distribution, & retail channels enabling me to bring it together for today's demanding market
- Evaluated businesses regarding sales, marketing, staffing, point of sale, and operations
- Created manageable systems to better track losses, and forecast supply & demand
- Developed employee & management training in areas of sales, back-end reporting, customer service & interaction, leadership, and best business practices
- Created store design and floor plans that best suited the space base on the customer's needs
- Worked with new owners and vendors to better establish a new business in a more cost-effective location
- Sought outside resources & businesses to develop partnerships to strengthen the industry health

### **Advocacy & Community Involvement – IMBA/SORBA, NICA, Share the Road, MS Society, Livestrong, etc.**

- Former advisory board member with IMBA/SORBA and have been involved with groups such as MS Society, People for Bikes, NICA, and several other charities and causes
- Serve as a respected peer consulting with manufacturers, advocacy groups, & associates
- Established large corporate & club level sponsorships with teams ranging from 20 to over 400 participants
- Volunteered with organizations like the MS Society, Livestrong, and many other causes for over 25 years
- Developed workshops involving team building, awareness, education, and training clinics
- Procured & maintained partnerships with executives, management, & officials through networking to gain involvement and funding of various programs

## EDUCATION

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- **BS, Fitness & Human Performance** - University of Houston -TX; 1997
  - Concentration in Marketing, Corporate Wellness & Health Promotion
- **MA, Fitness & Human Performance** - University of Houston – TX; (incomplete)
  - Concentration in Business Management, Marketing, and Sports Management