

MARTIN LEBRETON



PROFESSIONAL EXPERIENCE

Marketing Manager & Content Creator » AltRider (Design and manufacture premium motorcycle accessories) // Seattle, WA
2021 – Current

- » Generated 18% growth in 2022 by introducing the AltRider brand to new retail customer and engaging with existing customers and resellers
 - » Increased sales with existing customers via targeted emails and promotions, along with customer journey automation
 - » Exponentially increased video production and built a production studio after convincing key stakeholders to invest in video education and entertainment
 - » Managed 15K+ customer email subscription base to provide product educated targeted at specific interests
- » Managed social media specialist and all planning aspects of marketing channels including strategy, budget, execution, analysis, and optimization
- » Crafted rich and story driven product videos, installation guides, and product photos that help customers perceive AltRider as a premium brand with premium products, with typical releases 2-5x monthly

Freelance Digital Marketer & Designer // Seattle, WA
2020 – 2021

- » Created and built unique marketing materials & designs, including print & online advertising, product & business logos, email campaigns, illustrations, catalogs, and apparel designs

Marketing & Operations Manager » AltRider (Design and manufacture premium motorcycle accessories) // Seattle, WA
2017 – 2020

- » Facilitated a 34% increase in sales year-over-year during a period of few new product releases
- » Generated a blended average of 239% increase in followership and 87% increase in engagement for social media channels including Instagram and Facebook
- » Built excitement and education around motorcycle accessories via email, social media, and digital advertising
- » Increased brand visibility by building relationships with Industry-leading social media influencers and product advocates
- » Created targeted email marketing to promote customized offers for 10K+ subscribers

Project Manager & Lead Designer » Ian Ryan Interactive (Design and production for education, video, and broadcast) // Des Plaines, IL
2011 – 2017

- » Led 2-5 person teams through a variety of projects, including video, audio, and online learning management systems, from inception to completion with a defined scope and timeline of project to meet clients' needs
- » Tracked progress to ensure 90% of projects are completed on-time and within budget
- » Coordinated between internal resources, clients, third parties, and vendors for seamless project completion
- » Managed around 20 client communications and relationships during each step of project's progression
- » Designed graphics and other supporting materials needed for videos, interfaces, and learning management systems

EDUCATION

Bachelor of Arts
Columbia College Chicago // Chicago, IL
Art and Design, Photography concentration