

ERIC MOLLETTA

SENIOR CREATIVE MARKETING LEADER

CONTACT

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- [LinkedIn](#)
- Bend, OR

EXPERTISE

- Team Development & Leadership
- Brand Strategy
- Lifestyle & Studio Production
- Digital Content Marketing
- Product Marketing
- Go-To-Market Process
- Project Management
- Budget Management
- Consumer Research & Insights

TECHNOLOGY

- Project Management**
Asana | Monday | Slack | Basecamp
- Digital Asset Management**
Dropbox | Box | Sharepoint | Aprimo
- Creative**
Adobe Creative Suite | Figma
- E-Commerce**
Magento | Wordpress | Mailchimp
- Social Media**
Sprout Social | YouTube

EDUCATION

- Bachelor of Science
Marketing Communications**
Graduation 2005 | Cum Laude
Shorter University

Internships

- Broadcasting | The Weather Channel
- Recruitment Marketing | Berry College
- Public Relations | Darlington School

PROFILE

Driven creative marketing leader with 10+ years of experience leading cross-functional teams to elevate brand narratives and execute multi-channel marketing campaigns. Proven track record in creative leadership and brand development with notable successes at Hydro Flask and creative agency environments. Specialties include: team leadership, creative production, brand strategy, project management, budget oversight, paid media, and go-to-market process.

Curious | Mindful | Motivated | Resourceful | Versatile

WORK EXPERIENCE

Sr. Creative Services Manager

Hydro Flask | Bend, OR 2015 - 2024

- Led creation of product and lifestyle content for integrated marketing campaigns across all channels, contributing to substantial global brand growth, increasing ROI & profitability
- Managed and directed 50+ brand shoots, directing photographers and stylists to create compelling imagery and video to enhance product appeal and drive consumer engagement
- Contributed to strategic initiatives as a key member of Marketing Leadership and Go-To-Market Teams, driving quarterly objectives with a focus on growth and innovation
- Pioneered company's first creative department and guided brand development during a period of substantial revenue growth and acquisition by Helen of Troy Ltd, resulting in increased market share and personal promotion
- Managed \$2M+ creative marketing budget and negotiated all vendor contracts
- Developed internal Brand Design Team and scaled creative resources to maintain workflow and output through periods of substantial growth and evolution
- Supported EU team and LAAP & EMEA distributors for consistent global brand marketing
- Effectively managed brand ambassadors and athletes, building strong relationships and maximizing their impact on brand visibility and reputation

Account Supervisor

Brown Bag Digital Marketing Agency | Atlanta, GA 2011 - 2015

- Led end-to-end marketing programs for clients, encompassing product marketing, digital advertising, app creation, website development, and brand building
- Supervised five-person account team managing full clientele, overseeing estimating, scope development, budgets, and account billings

Director of Communications

King's Ridge College Preparatory School | Alpharetta, GA 2008 - 2011

- Directed all brand and communication initiatives for private college preparatory school, overseeing advertising, marketing, and public relations efforts to support a phase of exponential growth and enrollment
- Managed market research initiatives and developed strategic marketing plans to meet target enrollment goals

Marketing Manager

Ted's Montana Grill Restaurant Group | Atlanta, GA 2008

- Directed comprehensive marketing programs for national restaurant group during rapid expansion phase, overseeing brand advertising, local area marketing, POS strategies, new store development, and overall brand visibility

Account Executive

MATCH, Inc. Advertising Agency | Atlanta, GA 2006 - 2008

- Led and implemented comprehensive marketing strategies for clients, including brand advertising, direct marketing, media planning, and new store development activities