

ERIC MOLLETTA

Senior Brand Marketing Leader

Profile

Driven creative marketing professional 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, brand development, and digital storytelling with notable successes at Hydro Flask and creative agency environments.

Curious | Mindful | Driven | Resourceful | Versatile

Work Experience

Sr. Creative Services Manager

Hydro Flask | Bend, OR | March 2015 – May 2024

- Led creation of product and lifestyle content for integrated marketing campaigns across all channels, contributing to substantial global brand growth, increasing ROI and profitability
- 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, resulting in increased market share
- Managed \$3M creative marketing budget allocation and negotiated all vendor contracts
- Oversaw product marketing initiatives for all product launches including product positioning, packaging, and campaign development
- Developed brand design team, managing internal direct reports and agency partners

Account Supervisor

Brown Bag Digital Marketing | Atlanta, GA | Sept. 2011 – March 2015

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

Director of Communications

King's Ridge College Preparatory School | Alpharetta, GA | Sept. 2008 – Sept. 2011

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

Marketing Manager

Ted's Montana Grill Restaurant Group | Atlanta, GA | March 2008 – Aug. 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 | June 2006 – March 2008

- Led and implemented comprehensive marketing strategies for clients, overseeing brand advertising, local area marketing, POS initiatives, and new store development activities
- Recruited for in-house position with lead account, Ted's Montana Grill, leveraging expertise and acumen in client management

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

Education & Internships

Bachelor of Science: Communications

Graduation: May 2005 Cum Laude
Shorter University

Admissions Representative

Berry College
June 2005 – June 2006

Public Relations Intern

Darlington School
September 2004 – June 2005

Broadcast Intern

The Weather Channel
June 2004 – October 2004