



JON CARIVEAU

MARKETING/BRAND MANAGER

CONTACT

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EDUCATION

1986-1991

OKLAHOMA STATE UNIVERSITY

- Bachelor of Science
- Horticulture/Turf Grass
- Business minor

1992

BARNETT BICYCLE INSTITUTE

- Comprehensive course

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

SPECIALITES

- Word Press
- Social Media
- Shopify
- Klayvio
- Meta Business Suite

PROFILE

I am a 30+ year bicycle industry professional that has focused on growing brand, customer loyalty and community. I have been focused on marketing at every level to share brand story through creative digital content and in-person interactions. Having worked hands-on in manufacturing to creating awareness for a high end brand I have strong creative, technical and mechanical background. Content creation to drive interest and customer loyalty, along with serving as face and voice of brand have been my strong passions.

WORK EXPERIENCE

Moots

2008-PRESENT

Marketing Manager & Social Media/Content Specialist

- Developed and executed comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.
- Maintained and developed content for consistent website updates.
- Managed and maintained Shopify webstore component of overall website.

Moots

2001-2008

Global Sales Director

- Worked one on one with dealership and distributor accounts worldwide, lead a small sales team to meet sales goals and annual growth targets.
- Oversaw market research to identify emerging trends, customer needs, and competitor strategies.
- Monitor brand consistency across marketing channels and materials.

Moots

1997-2000

Hands on manufacturing

- Worked on the production floor as hands-on skilled frame builder.
- First hand knowledge of every aspect of manufacturing bicycle frames.

REFERENCE

Nate Bradley

Moots/CEO

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