

# Jason Robert Schutz

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## PROFILE

### *Professional Summary*

Increasing responsibility in consumer brand management, marketing, operational-logistics, sales, and product development roles within manufacturing, wholesale and retail organizations. This includes work as a key contributor in the development and refinement of brand identity to improve overall market penetration with a focus on the value proposition for customers. Extensive experience marketing and promoting the value proposition of niche products in both existing and developing markets with a focus on clear understanding of market analytics, dynamics and the need for collaborative development between product marketing, sales, and development forces.

Strong work ethic; enjoys applying analytic, organizational, and communication skills to help the team perform at its highest level. Actively searching for a position within a marketing or brand management department where I can put my talents to use.

### *Core Competencies*

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|--------------------------|----------------------------------|------------------------|
| • Brand management       | • Process development            | • B2B/B2C marketing    |
| • Social media marketing | • Logistic operations            | • Client relations     |
| • SEO/SEM                | • Relationship management        | • Business development |
| • Viral marketing        | • Athlete/Sponsorship management | • Branding Strategies  |
| • E-commerce             |                                  |                        |

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## Experience

May 2011 - Independent Consultant

Current **Marketing | Branding | E-Commerce | Sales Channel**

- Extensive consulting experience in marketing, branding, rebranding, and brand management of products for manufacturers, distributors and service providers of sporting goods.
  - ◆ All Channel Media marketing
  - ◆ Social media strategy
  - ◆ Print media
  - ◆ E-Commerce platform management
  - ◆ Google Adwords | Oasis | Bing
  - ◆ Branding objective implementation
  - ◆ Consumer brand target marketing
  - ◆ Visual Touch experience
  - ◆ B2C | B2B Sales/Relationship
  - ◆ Social media contests
  - ◆ B2B/B2C

Jan 2014 - ZOCA Gear – San Diego, California

Dec 2016 **Marketing/Brand Manager**

- ZOCA a So-Cal Based custom cycling, triathlon, and running Apparel Company with design and manufacturing competencies located in San Diego, California. ZOCA has an extensive client base and is cultivating a complete rebranding for a 2015 re-launch. The rebranding will include significant new product lines to further the brands ability to best suit current and emerging needs of all aspects of the cycling, triathlon and running markets and enhance brand identity within the broader custom clothing and active wear markets.
  - ◆ Inside Sales B2B B2C
  - ◆ Rep management
  - ◆ Marketing
  - ◆ Contract Negotiation
  - ◆ Contract Negotiation
  - ◆ Email campaigns
  - ◆ Go to market
  - ◆ Talent acquisition/management

July 2013 - Aspire Careers – Los Angeles, California

Jan 2014 **National Executive Sales Recruiter**

- Aspire Careers is a full service national sales recruiting firm that specializes in the allocation and placement of sales and sales management professionals within companies that range from start-ups to publicly traded companies.
  - ◆ Recruiting
  - ◆ Lead generation
  - ◆ Interview Prep
  - ◆ Training
  - ◆ Applicant tracking
  - ◆ Talent acquisition

Dec 2012 - Wheelbuilder.com – El Monte, California

## Aug 2013    **Marketing and Support**

- Wheelbuilder.com specializes in high-end custom bicycle wheel fabrication. A boutique firm, that encompasses millions of possible wheel configurations for everyday cycling to world championship racing. Client focused on marrying the correct wheel configuration for the rider. As the number one custom wheel manufacture in the world, wheelbuilder.com strives for excellence and perfection in every build.
  - ◆ Social-media marketing
  - ◆ Consumer Brand Marketing
  - ◆ Product specialist
  - ◆ Web design
  - ◆ Search engine optimization (SEO/SEM)
  - ◆ Web based marketing
  - ◆ Trade show marketing
  - ◆ Viral marketing
  - ◆ Photography
  - ◆ Market expansion implementation

Sept 2013 -    RITTE CYCLES – Santa Monica, California

## Oct 2011    **Design, Marketing and Operations**

- Ritte Van Vlaanderen is a Los Angeles California based Bicycle manufacture focused on high-end custom fabrication and individual custom paint design. With a niche-marketing base focused on viral and word of mouth market penetration.
  - ◆ Inside sales (B2B/B2C)
  - ◆ Social media marketing
  - ◆ Viral marketing
  - ◆ Design of 2013 product line
  - ◆ Trade show marketing
  - ◆ Streamlining of processes
  - ◆ Marketing – B2B/B2C
  - ◆ Brand management

Feb 2010 -    HOLLAND BICYCLES – San Diego, California

## Sept 2011    **Machinist and Fabrication**

- Holland Cycles, is a San Diego, CA based high-end custom steel, titanium and carbon fiber bicycle manufacture whose brand is built around absolute exclusivity in production.
  - ◆ Fabrication
  - ◆ Created SOP process and procedure guidelines
  - ◆ Branding
  - ◆ Marketing

Apr 2005 -    US Coast Guard – Boston, Massachusetts

## May 2009    **Fireman, Corpsman and Logistic Operations**

- United States Coast Guard is a branch of the United States Armed Forces and one of the country's seven uniformed services. The Coast Guard is a maritime, military, multi-mission service unique among the U.S. military branches for having a maritime law enforcement mission (with jurisdiction in both domestic and international waters) and a federal regulatory agency mission as part of its mission set.
  - ◆ Special Operations
  - ◆ Fireman
  - ◆ Emergency services
  - ◆ Operational logistics
  - ◆ Corpsman
  - ◆ Inventory management
  - ◆ Procedural Hazmat Manual Author
  - ◆ Personnel logistics

## Medals:

- Meritorious Team Commination
- Pistol Marksman Commendation
- Presidential Unit Citation
- Coast Guard Sea Service Ribbon
- Commandant letter of commendation
- National Defense Service Medal
- Coast Guard Good Conduct Medal
- Honorable Early Retirement

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## EDUCATION

Mira Costa College – Encinitas, CA USA

2010 - 2011

- ◆ **Kinesiology**

- ◆ **Social Sciences**

Golden West College – Huntington Beach, CA USA

2008 - 2010

- ◆ **Web Development**

- ◆ **Business Finance**

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## AFFILIATIONS

- ◆ Military order of the Purple Heart
- ◆ Department of Veterans Affairs
- ◆ Challenged Athletes Foundations
- ◆ Rogue Athletic
- ◆ USA Cycling
- ◆ US Military Endurance Sports
- ◆ Ride For Reading
- ◆ Wounded Warrior Project

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## SOFTWARE

Adobe Suites, Microsoft Suites, Akken, Project Manager, X-Cart, Quickbooks, SEO, Google Analytics/Adwords, Mailchimp, Constant Contact, Zoho, Magento, Shopify, Big Commerce, Wix