

JOSHUA LAWTON, MA

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CONTENT MARKETING

Strategic brand marketing leader with a track record of driving awareness and growth through impactful campaigns, engaging content and event activations. Skilled in managing cross-functional teams and budgets to achieve key objectives and KPIs. Dedicated to continuous improvement and collaborative teamwork to elevate brand recognition and engagement.

Areas of Expertise

Brand Marketing Campaigns | Content Management | Multimedia Content
Content SEO | Brand Activations | Photography/Video Production | Media Campaigns
Social Media Marketing | Digital Marketing | Email Marketing | CMS Management

PROFESSIONAL EXPERIENCE

TrainingPeaks, Louisville, CO

2021– Present

Content Strategist

Develop and execute digital marketing content strategies to attract new users and delight existing customers. Facilitate new ideas, tactics and strategies for storytelling, content presentation and outreach. Uphold content best practices and ensure the content reflects the brand's tone, voice and goals for athletes and coaches.

- **Develops comprehensive content** for blogs, landing pages and guides tailored to address the evolving needs and interests of both novice and experienced athletes and coaches. Providing valuable insights, tips, and strategies for success in training and performance optimization.
- **Utilizes data-driven insights and user feedback** to refine content strategies, ensuring relevance, effectiveness, and alignment with user goals and preferences, ultimately driving user engagement, retention and satisfaction.
- **Crafts engaging newsletters that deliver** timely updates, product features, and expert advice, serving as a conduit for ongoing education and empowerment while fostering a human connection to the TrainingPeaks brand.
- **Utilize cross-functional leadership skills** to guide and inspire team members in creating compelling and informative materials that resonate with the TrainingPeaks user base.

PEARL iZUMi, Louisville, CO

2017– 2021

Brand Content Producer

Manage and produce multimedia content for strategic initiatives and media campaigns across marketing channels for a global scope. Analyze social media, blog and other data sets to guide future projects and adjust ongoing promotions for increased ROI. Administer brand ambassador and athlete initiatives, managing activations, engagement and education with an annual budget.

- **Direct the publication of valuable content** distributed through branded social media, email marketing and a blog platform to support and increase brand “share of voice” through unique authors on social media 48% for 2020 vs. 2019.
- **Enhance the effectiveness of marketing campaigns** and e-commerce channels through the creation of engaging storytelling driving 97% growth in traffic to pearlizumi.com and 122% to the brand blog in 2020 compared to 2019.
- **Exercised collaborative leadership** in establishing the company’s first Diversity, Equity and Inclusion committee as a co-chair. Actively recruit diverse brand ambassadors and action photo/video models for better community representation.

PROFESSIONAL EXPERIENCE CONTINUED

INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION, Boulder, CO

2013 – 2016

Membership, E-Commerce & Content Manager (2013 – 2016)

Promoted quickly for leadership, value-added contributions, and exemplary work ethic. Mentored five direct reports to enhance non-profit growth through strategic management of systems and processes for 40,000+ membership registrations and renewals.

- **Boosted 2015 membership growth by 21% and captured \$1.4M profit** generation while achieving an additional 18% growth in 2016 membership numbers. Coordinated 100+ affiliate chapters and rolled out auto-renewals within the CRM.
- **Directed the sale of branded apparel and goods** from concept to production and sale through an e-commerce platform to generate funding and enhance brand awareness.

EDUCATION

UNIVERSITY OF DENVER, Denver, CO

Master of Arts, Digital Media Studies

METROPOLITAN STATE UNIVERSITY OF DENVER, Denver, CO

Bachelor of Arts, Journalism