

ALEXANDER ZEIDLER

BALTIMORE, MD



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Portfolio

alexanderzeidler.com

EXPERIENCE

March 2022 - Present

Brand Marketing Manager, Golf

Under Armour Global Headquarters, Baltimore, MD

- Develop and execute innovative marketing strategies to promote Under Armour's golf products and increase brand awareness in the golf market.
- Identify and create strategic partnerships with key players in the golf industry to enhance brand visibility and drive business growth.
- Collaborate with professional golfers and influencers to develop and promote brand partnerships and sponsorship opportunities.
- Analyze market trends and consumer insights to identify opportunities for product development and brand differentiation in the golf industry.

June 2019 – March 2022

Marketing Manager, The Americas

Under Armour Global Headquarters, Baltimore, MD

- Managed in-store marketing across DTC for all new store openings, new shops, new concepts and remodels.
- Worked with global creative team to adapt concepts and create in-store experiences inclusive of window graphics, entry displays and experiential moments.
- Developed in-store and shop journey mapping, tactical briefs and execution for all new store types.

May 2016 – June 2019

Senior Marketing Specialist, The Americas

Under Armour Global Headquarters, Baltimore, MD

- Responsible for day-to-day operations of in-store marketing across 180 Factory House stores and 22 Brand House stores.
- Project managed all projects to meet deliverable deadlines and maintained schedule for marketing installations and elevated displays.
- Worked with production partners to develop all in-store marketing elements and ensured brand standards across the fleet.

April 2015 – May 2016

Advertising Supervisor

Caesars Entertainment, Baltimore, MD

- Supervised and directed Advertising Coordinators and all external partners and vendors to ensure accuracy, consistency and quality of all advertising and signage elements.
- Designed print, television, radio, social, mobile and web marketing campaigns.
- Provided unparalleled support in advertising through effective management of marketing strategies, design of billboards, publication insertions and social/mobile marketing.

June 2014 – April 2015

Advertising Coordinator

Caesars Entertainment, Baltimore, MD

- Responsible for overall prioritization and successful timing of marketing jobs and projects.
 - Worked with Director of Marketing to handle property advertising schedule along with on-property signage and ensured corporate advertising met requested drop dates.
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EDUCATION

August 2010 – May 2014

Bachelor of Science in Business Communication

Stevenson University, Owings Mills, MD

SKILLS

- Adobe Creative Suite
- Final Cut Pro