

ALEXANDER ZEIDLER

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Portfolio

alexanderzeidler.com

EXPERIENCE

March 2022 - Present	Brand Marketing Manager, Golf Under Armour Global Headquarters, Baltimore, MD <ul style="list-style-type: none">Lead global brand strategy and product storytelling for UA Golf across apparel, footwear and accessories.Spearhead launch campaigns for amplification moments, Drive Pro footwear and Playoff Polo.Build cross-functional narratives with product, design and sales teams to position UA as the leader in performance innovation for golf.Establish influencer and athlete content series to expand reach across social and retail channels.
June 2019 - March 2022	Marketing Manager, The Americas Under Armour Global Headquarters, Baltimore, MD <ul style="list-style-type: none">Managed in-store marketing strategy across all new store openings and experiential shop-in-shop concepts.Worked with global creative team to adapt concepts and create in-store experiences inclusive of window graphics, entry displays and experiential moments.Oversaw tactical briefs, production partnerships and execution to deliver consistent brand standards.
May 2016 - June 2019	Senior Marketing Specialist, The Americas Under Armour Global Headquarters, Baltimore, MD <ul style="list-style-type: none">Managed in-store marketing strategy across 200+ Factory House and Brand House locations.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 <ul style="list-style-type: none">Directed campaign strategy for regional advertising including TV, print, radio, digital and social.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.
June 2014 - April 2015	Advertising Coordinator Caesars Entertainment, Baltimore, MD <ul style="list-style-type: none">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.

SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Final Cut Pro

EDUCATION

August 2010 - May 2014

Bachelor of Science in Business Communication

Stevenson University, Owings Mills, MD