

# JORGE VERDIN

## Marketing & Communications Leader

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## EXPERIENCE



### Sr. Director of Marketing & Communications

#### Father Joe's Villages

📅 09/2022 - 04/2025    📍 San Diego, CA

Directed integrated communications and brand strategy to amplify Father Joe's Villages' mission of ending homelessness in San Diego. Led multi-channel campaigns, media relations, and digital engagement to drive awareness, stakeholder support, and community impact.

- Led integrated communications strategy to elevate the mission of ending homelessness, increasing public awareness and engagement across San Diego.
- Managed media relations and secured impactful local and national coverage, enhancing brand visibility and strengthening stakeholder trust.
- Directed digital strategy across social media, advertising, podcast production, e-commerce, and product creation—driving engagement, brand reach, and donor support through compelling storytelling and integrated campaigns.
- Collaborated cross-functionally with internal teams to ensure cohesive messaging and alignment with fundraising and programmatic goals.
- Leveraged data-driven insights to guide outreach, strengthen advocacy, and position the organization as a leader in homelessness solutions.

### Division Director of Marketing & E-commerce

#### H3 Sportgear

📅 12/2019 - 08/2022    📍 San Diego, CA

Led brand, marketing, and product development for the Pop Cult division, driving growth through creative strategy and e-commerce innovation. Oversaw licensed and in-house lifestyle brand initiatives, managing product design, digital marketing, and cross-functional execution.

- Developed, launched, and managed the Pop Cult website and go-to-market strategy, driving brand growth and customer engagement.
- Oversaw e-commerce operations, merchandising, and marketing across three branded websites, Amazon, and Walmart DSV.
- Executed full-funnel marketing campaigns including SEO, email, paid social, and Amazon ads—boosting visibility and conversion.
- Created and led the "Cult Figures" influencer program, driving brand awareness and authentic community engagement.
- Collaborated cross-functionally to align product development, operations, and marketing initiatives for streamlined execution.
- Proficient in Adobe Creative Suite, Microsoft Office, and Keyshot; skilled in Amazon 3P, Google Analytics, SEM Rush, Shopify, WooCommerce, WordPress, and Wrike.
- Experienced in product design, development, and management from concept to launch.

## SUMMARY

An accomplished marketing leader with experience spearheading strategic brand development and driving sales growth for industry-leading firms. Recognized for expertise in building, implementing, and expanding businesses, notably as the creator of the Anarchy and Angel Eyewear brands. A history of orchestrating successful marketing campaigns resulting in revenue boosts. A skilled communicator with advanced project management skills, adept at cross-functional collaboration to drive objective development and execution.

## KEY ACHIEVEMENTS



### Boosted Philanthropy Efforts

Drove a 20% increase in philanthropic donations by executing a comprehensive media campaign spanning broadcast TV, OTT, traditional print, and social media, effectively amplifying brand visibility and donor engagement.



### Enhanced Email Engagement

Increased email engagement by 40% through the implementation of AI-enabled workflows and consistent messaging and timing strategies, enhancing audience targeting and campaign performance.



### Drove E-commerce Growth

Achieved 150% sales growth year-over-year through innovative e-commerce strategies.



### Media Exposure Success

Managed external PR agency to secure 923 media placements in 2025—an increase of 31% over the previous year—driving heightened brand visibility and awareness.

## AWARDS



### Best Booth Design Award - Surf Expo



### President's Award - Under Armour

## EXPERIENCE



### Director of Marketing & E-commerce

#### Tifosi Optics

01/2015 - 12/2019    Watkinsville, GA

Led brand and marketing strategy for a premier performance eyewear brand, overseeing cross-functional initiatives from concept to consumer. Known for building strong teams, and driving brand growth through integrated campaigns and product development.

- Developed and executed comprehensive marketing plans and budgets, aligning brand objectives with tactical initiatives across digital, retail, and experiential channels.
  - Led end-to-end creative strategy and execution, managing content development, marketing collateral, and integrated communication efforts including PR, email, and social media.
  - Directed cross-channel digital marketing programs including SEO, e-commerce, merchandising, advertising, and web design to drive brand visibility and sales.
  - Spearheaded product marketing efforts, participating in design and development from concept to launch, while managing production schedules and POP materials.
  - Built and led high-performing creative and marketing teams, providing coaching, performance feedback, and fostering a culture of continuous improvement.
  - Served as the primary leader for agencies and vendor relationships, while presenting to key accounts and developing training and brand education tools.
- Highlight your accomplishments, using numbers if possible.



### Division Director Of Marketing

#### EYEKING - UNDER ARMOUR EYEWEAR

01/2005 - 12/2014    Plainview, NY

Visionary marketing leader responsible for building and elevating performance eyewear brands within a competitive global landscape. Drove strategy, creative execution, and cross-functional collaboration to deliver breakthrough product launches, increase market penetration, and foster strong brand equity.

- Directed strategic marketing plans and budgets for Under Armour, Hobie Polarized, and Arsenal Optix, aligning brand goals with high-impact execution.
  - Led successful product launches across multiple brands, including the debut of Under Armour Eyewear and the relaunch of Hobie Polarized.
  - Oversaw product design and development from concept through launch, serving as the creative lead for sunglasses, packaging, catalogs, and in-store displays.
  - Managed cross-functional product development teams to deliver innovative, market-ready offerings that supported brand growth and competitive differentiation.
  - Drove integrated sales and marketing strategies through domestic and international initiatives, including product development trips to China, Hong Kong, and Europe.
  - Championed brand visibility through creative content, promotional materials, and consumer engagement strategies, resulting in increased brand awareness and loyalty.
- Highlight your accomplishments, using numbers if possible.

## SKILLS

Audience Management

Broadcast & OTT Advertising

Influencer Marketing    Shopify

WordPress    WooCommerce

Packaging Design    POP Design

Agency Management

Analytical Skills

Adobe Creative Suite

Content Management

Content Strategy    Content Marketing

Creative Content Creation

Web Design    SEO

Team Leadership

Marketing Strategy

Brand Development

Product Marketing    Asana

Product Development    Advertising

Podcast Production

Product Management

Digital Marketing    Online Advertising

Brand Management    Wrike

Trade Shows    Keyshot

Market Planning    Strategy

Merchandising    Sponsorship

Competitive Analysis    Social Media

Leadership    Strategic Planning

Social Media Marketing

Creative Direction    Public Relations