

JORGE VERDIN

MARKETING & COMMUNICATIONS PROFESSIONAL

INFO



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AWARDS



Best Booth Design Award
Surf Expo
Anarchy & Angel Eyewear



Presidents Award
Under Armour (Eyeking)



PROFILE

Accomplished leader with a proven track record driving integrated campaigns for mission-driven organizations and globally recognized consumer brands. I led omnichannel initiatives spanning TV, OTT, social, email, podcasting, and full-scale creative to increase engagement and philanthropic impact. Previously, I held senior marketing roles at world-renowned brands including Under Armour and Tifosi Optics, where I spearheaded go-to-market strategies and built high-impact storytelling platforms across global markets.



WORK EXPERIENCE

9/2022 - 4/2025 FATHER JOE'S VILLAGES SR. DIRECTOR OF MARKETING & COMMUNICATIONS

- Directed integrated brand and communications strategy to amplify Father Joe's Villages' mission and drive public engagement across San Diego.
- Led PR, creative, and digital agencies in executing aligned, high-impact campaigns across earned, owned, and paid channels.
- Managed media relations, securing local and national coverage to elevate visibility, build trust, and support advocacy.
- Oversaw digital strategy—social, podcasts, advertising, and donor content—while aligning messaging through cross-functional collaboration and data-driven outreach.

12/2019 - 9/2022 H3 SPORTGEAR - POP CULT DIVISION DIVISION DIRECTOR OF MARKETING & E-COMMERCE

- Developed and launched the Pop Cult website and marketing strategy, overseeing e-commerce, merchandising, and operations across Amazon, Walmart DSV, and multiple web platforms.
- Executed comprehensive marketing plans, including content creation, SEO, email, paid media, and social campaigns, built and managed the "Cult Figures" influencer program.

1/2015 - 12/2019 TIFOSI OPTICS DIRECTOR OF MARKETING & E-COM

- Developed and executed marketing plans and budgets, aligning brand goals with digital, retail, and experiential tactics; led SEO, e-commerce, merchandising, advertising, and web design to drive visibility and sales.
- Led creative strategy and execution across content, collateral, PR, email, and social media; drove product marketing from concept to launch, including timelines, packaging, and POP.
- Built and led high-performing teams, managed agencies and vendor partners, and presented to key accounts while developing tools to support brand training and consistency.

1/2005 - 12/2014 UNDER ARMOUR EYEWEAR (EYeking LLC) DIVISION DIRECTOR OF MARKETING

- Led strategic marketing plans and budgets for Under Armour, Hobie Polarized, and Arsenal Optix, launching (UA) and relaunching (Hobie) them to drive market growth and brand equity.
- Directed product design and development from concept to launch as creative lead on sunglasses, packaging, catalogs, and retail displays, managing cross-functional teams to deliver innovative offerings.
- Executed integrated sales and marketing strategies across domestic and international markets.
- Elevated brand visibility and engagement through creative content, consumer campaigns, and retail activations—strengthening awareness, loyalty, and differentiation.



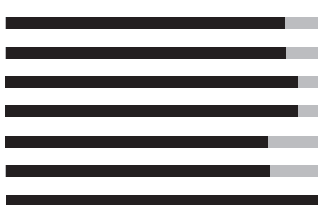
EDUCATION

Southwestern College – Area of Study: Marketing
Completed coursework in marketing fundamentals; combined with 25+ years of hands-on leadership in brand strategy, communications, and omnichannel marketing.



SKILLS & EXPERTISE

Adobe Creative Suite
MS Office
Advertising
Social Media
Digital Marketing
Podcasting
Creative Direction



Press Relations
Agency Mgt.
Email Marketing
SEO
Content Creation
Team Building
Web Design

