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**JORGE VERDIN**  
MARKETING & COMMUNICATIONS LEADER  
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## PROFILE

Accomplished marketing leader with expertise in integrated campaigns for mission-driven organizations and global consumer brands. Skilled in leading omnichannel strategies across TV, OTT, social, email, creative and product marketing, with senior roles at Under Armour and Father Joe's Villages driving go-to-market success and brand growth.

## SKILLS

### Marketing & Comms

Digital Marketing

Advertising

(Broadcast, OTT, Social)

Influencer Marketing

Product Marketing

Brand Development

Creative Direction

Press Relations

Podcasting

### Content & Design

Adobe Creative Suite

Adobe Exp. Manager

Content Creation

Web Design

WordPress

Woo Commerce

POP & Packaging

### Digital Strategy

Social Media

Email Marketing

SEO

Audience Management

### Leadership &

### Collaboration

Team Building

Agency Management

Asana, Click-Up

## CURRENT ROLE

### QUIDELORTHO

Senior Manager, Corporate Communications & PR

OCT 2025 - PRESENT

Lead corporate communications and PR for a global diagnostics leader, strengthening reputation, executive visibility, and employee alignment. Drive strategic storytelling that advances QuidelOrtho's leadership in diagnostics, lab innovation, and healthcare.

## SELECTED PROFESSIONAL EXPERIENCE

### FATHER JOE'S VILLAGES

Senior Director of Marketing & Communications

SEPT 2022 - APRIL 2025

Directed marketing and communications to elevate Father Joe's Villages' brand, engage donors and key audiences, and drive measurable impact through integrated omnichannel storytelling. Managed creative development and all agency partnerships to ensure alignment across channels.

### UNDER ARMOUR EYEWEAR (EYEKING)

Division Director of Marketing

JAN 2005 - DEC 2014

Led the launch of Under Armour Eyewear into the sunglass market, directing omnichannel marketing across advertising, social media, retail displays, and collateral. Oversaw the creative team, agency partners, and retailer collaborations to drive brand visibility, market penetration, and sales growth.

## EARLIER CAREER HIGHLIGHTS

### H3 SPORTGEAR

Director of E-commerce & Marketing

DEC 2019 - AUG 2022

### TIFOSI OPTICS

Director of Marketing & E-commerce

JAN 2015 - DEC 2019

## 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.