



# ARIEL MACRAE

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## EDUCATION

WESTERN COLORADO UNIVERSITY

MBA: Outdoor Industry

UMASS AMHERST:  
ISENBERG SCHOOL OF BUSINESS

BS: Hospitality and Tourism Management

BDIC: Entertainment Marketing and Public Relations

## ABOUT ME

I love adventure, travel, and my dog Ru! I live for a good challenge, whether it's in my work or life pursuits. When I'm not busy with projects you can find me searching for the deepest powder to snowboard, big swell to surf, tacky dirt to mountain bike, or working on building out my van.



## EXPERIENCE

### ● ROAM MEDIA *Marketing Manager*

Dec. '20 - present  
Roam is an ever-growing brand that has shifted from a "Media" company focused on content production, to a place for people to get educated and inspired. My core responsibility is to create and execute our overall marketing strategy, including developing our calendar for internal and partner content. I have the pleasure of managing all of our wide-reaching social channels (combined reach of over 3M+), organizing community events on multiple virtual platforms, hosting and sourcing panelists for weekly outdoor industry conversations, overseeing large-scale partner campaigns, collaborating with our expanding contributor and instructor network, and supervising a team of interns.

### ● SHREDVENTURE MARKETING *Owner, Marketing Consultant*

Dec. '19 - present  
Freelance marketing specialist focused on digital marketing, brand strategy, content creation, social media management, partnerships/ sponsorships, e-commerce and creative promotions for the hospitality and outdoor industries. Projects include full scope marketing and e-commerce management High Camp Flasks, Dovetail Ferst Bike Racks, Nomad Kitchen Co., bigtruck® headwear, and more.

### ● BASECAMP HOTELS *Marketing and Brand Manager*

Nov. '18 - Nov. '19  
Major projects included establishing and managing annual marketing plans and budgets of \$200k+, implementing on site event programming, fostering focal and national brand partnerships, creating and executing all digital and print communications including social media, email marketing and website content, as well as building brand assets through development of very successful influencer and photographer trade program.

### ● HOMEWOOD MOUNTAIN RESORT *Sales and Partnership Marketing Manager*

Nov. '15 - Oct. '18  
Managed department budget, overall marketing, advertising strategy, and reporting for all properties as interim director Apr. '18 - Oct. '18. Oversaw all e-commerce products, pricing and deployment. Developed new pass campaigns achieving record - setting sales with 37% revenue increase from 14/15 to 17/18 seasons. Built sponsor/partner relationships to attain funding, in-kind trades, advertising and promotional opportunities. Ran athlete social media and photographer ambassador programs to obtain on-brand content & messaging. Handled all email marketing. Set benchmarks for /reported on digital, sales and e-commerce KPIs.

## SKILLS

- Social Media:** brand & growth strategy - content creation - community engagement - influencer sourcing/deliverable management, paid advertising
- Email/CRM:** list management - template design - copywriting - A/B testing - Klaviyo/MailChimp/Constant Contact/Active Campaign - SMS marketing
- Digital Marketing:** PPC - SEM - SMM - SEO - Google Analytics & Ad Certified
- Web/E-Commerce:** Wordpress - Wix - Square - Shopify - Indiegogo
- PR/Events:** media pitching - local/national contacts - press releases - experiential event development - sponsorship/partner proposals
- Creative:** copywriting - photo/video production management - Adobe Creative Cloud (intermediate level) - print/collateral design

additional details: [SHREDVENTUREMARKETING.COM](http://SHREDVENTUREMARKETING.COM)