

# CRAIG SPALDING

MARKETING | BRAND STRATEGY & DEVELOPMENT | DESIGN

## about

Highly-organized marketer with a background in design.

8+ years in CPG, brand and digital marketing strategy.

Wearer-of-many-hats with an entrepreneurial approach.

## skills

Team and department management -  
Brand management/development -  
Strategic partnerships and collabs -  
D2C strategy and copywriting -  
Communication strategy and PR -  
Project management and workflow -  
Licensor, supplier, B2B relations -  
CPG market behavior and analysis -  
Product development / innovation -  
Event management and strategy -  
Digital strategy, SEO, eCommerce -  
Social, SEM, PPC, email marketing -  
Content creation and direction -  
Illustrator, InDesign, Photoshop -

## education

UNIVERSITY OF COLORADO  
BA, film studies and  
humanities double major  
certificate in digital marketing

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**FIND ME**  
CRAIGSPALDING.NET

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HELLO@CRAIGSPALDING.NET

## experience

### KIDROBOT MAY 2018 - PRESENT MARKETING DIRECTOR

- Manage in-house marketing team and outside agencies
- D2C brand, eCommerce and product launch strategy
- Manage strategic partnerships and licensor relations
- Creative direction for in-house content creation
- Increase consumer event sales 103% YOY on avg
- Go-to-market for 100-125 new CPG products per year
- Manage 30+ cross-functional team members
- Increase engagement for 200k Instagram following
- Oversee PR strategy, media relations and advertising
- Increase B2B growth and SMU opportunities
- Craft product lines, launch budgets and strategies

### 1908 BRANDS OCT 2014 - MAY 2018 DIRECTOR OF MARKETING

- Created marketing and promotional plans for 6 natural product CPG brands, including food and home goods
- Developed and managed \$1MM+ marketing budget
- Managed 20+ tradeshow & consumer events per year
- Lead/managed marketing department team members
- Market research and consumer insight studies
- Oversaw in-store promotions and retailer partnerships
- Executed PR and advertising campaigns
- Launched / developed new CPG brands and products
- Creative direction for product packaging

### ALFALFA'S MARKET DEC 2011 - NOV 2014 MARKETING AND DESIGN COORDINATOR

- Oversaw retailer's digital marketing, social media, web content, SEO, advertising, and eCommerce efforts
- Planned and managed all store events and promotions
- Managed marketing campaigns, events, graphic design needs, in-store signage, decor, donations, image archive, and photography

### SAPKA COMMUNICATIONS AUG 2011 - DEC 2011 PR AND RESEARCH ASSISTANT

- Assisted with office organization, project management, client relations, and research needs