

# AUSTIN MESSERMAN

 (813) 466-0925

 austin.messerman@gmail.com

 austin-messerman

## SUMMARY

A results-oriented and strategic marketing leader with proven success in building and managing high-performing teams. Possesses extensive experience in leading innovative brand initiatives, developing winning marketing campaigns, and driving growth across digital and traditional channels. Skilled in managing complex projects, fostering collaboration, and delivering measurable results aligned with business objectives.

## EDUCATION

### BACHELOR OF SCIENCE IN ADVERTISING

University of Florida  
2009–2013

## SKILLS

Go-to-Market Strategy

Brand Management

Customer Lifecycle

Omnichannel Communication

Campaign Management

Audience Segmentation

Digital Media Strategy

Pipeline Management

Experiential Marketing

## WORK EXPERIENCE

### DIRECTOR OF MARKETING

The Pearlman Group, August 2022–April 2024

- Spearheaded all marketing functions for Pearlman Group, a Stephens Group portfolio company, encompassing brand management, campaign strategy, e-commerce, and product marketing.
- Developed and executed comprehensive growth strategies, driving 50% YoY e-commerce growth through strategic customer acquisition and retention initiatives.
- Built and led high-performing marketing teams, fostering collaboration between internal and external stakeholders in SEO, creative services, and web development.
- Collaborated closely with Sales and Production teams to develop and execute commercialization strategies, resulting in significant revenue growth through enhanced sales enablement.
- Drove data-driven brand and product positioning, developing and implementing effective marketing strategies and promotional plans.
- Successfully managed and optimized marketing budgets to maximize ROI and achieve business objectives.
- Demonstrated strong leadership in driving marketing initiatives and achieving key performance indicators (KPIs).

### CHANNEL MARKETING & SEGMENTATION LEAD

The Pearlman Group, March 2021–August 2022

- Develop and execute comprehensive marketing programs for multiple specialty brands within the Pearlman Group, targeting diverse contractor segments.
- Build and implement channel marketing plans, serving as a critical liaison between sales, product marketing, and customers.
- Lead project management and commercialization of go-to-market transformation corporate initiative for flagship vertical, optimizing selling resources and driving growth of the e-commerce channel.
- Architect and execute an e-commerce roadmap, driving digital transformation by accelerating e-commerce adoption among internal teams and customers.
- Implement marketing automation best practices, leveraging data-driven insights to develop and execute targeted campaigns to drive program, product, and channel adoption.
- Successfully launch new product lines and brand extensions, growing new product sales revenue.
- Collaborated with cross-functional teams to optimize marketing efforts and deliver exceptional customer experiences.

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## AWARDS

### 2019 FLOOR COVERING WEEKLY DEALERS' CHOICE AWARD

#### Technology

Mohawk Edge Local Advertising

### 2018 GOLD STEVIE WINNER

#### Business-to-Business Services

Mohawk Edge: A Groundbreaking Strategy

## ACHIEVEMENTS

### G3 LEADERSHIP

Mohawk Industries 2017–2018

### RISE LEADERSHIP COHORT

Mohawk Industries 2019–2021

## WORK EXPERIENCE CONTINUED

### CHANNEL MARKETING MANAGER

Mohawk Industries, July 2017–March 2021

- Direct channel strategy to achieve sales objectives and align with brand strategy to drive incremental growth for Fortune 500 company's specialty retail business, representing 16K+ independent dealers
- Responsible for developing and implementing b2b2c customer experience solutions for independent retail channels to grow market share, increase customer lifecycle value and drive incremental sales
- Architect, implement and manage account strategy, growing top-performing segments by 7%, equating to 36% volume growth
- Oversee the customer lifecycle experience and manage integrated marketing plans with a campaign budget of \$8M to drive adoption, retention and advocacy of program portfolio across sales pipeline with both traditional and nontraditional media
- Lead collaborative initiatives with sales leadership, product development, production teams and agencies to deliver on-time commercialization of product launches
- Identify customer experience opportunities, define business requirements and lead cross-functional projects with IS and digital operations teams to prioritize sprint planning and future technology implementations for program improvements
- Analyze conversion data, sales growth, customer lifetime value, along with consumer demographics and market research to improve audience segmentation, campaign performance, identify growth opportunities to improve account productivity
- Support sales leadership and events teams in planning and execution of customer events including trade shows, advisory council meetings, and roundtables

### BRAND SPECIALIST

Mohawk Industries, August 2016–July 2017

- Responsible for developing differentiated product positioning, collaborating with product development on concept testing, and working closely with sales operations to develop creative sales enablement solutions
- Develop and manage integrated marketing plans across both traditional and digital channels including trade events, email, .com experience, paid media and public relations initiatives for internal and external audiences
- Write detailed creative briefs to guide concept development, advocate for creative concepts reflective of brand strategy among the broader organization
- Work closely with copywriters, designers, photographers and videographers to direct and manage verbal and visual production of multi-channel content
- Collaborate with vendors and strategic partners to develop creative go-to-market solutions that meet brand strategy and align with channel marketing plan

### BRAND MARKETING CONSULTANT

October 2015–August 2016

### PROMOTIONS DIGITAL MEDIA DIRECTOR

Ocala Broadcasting, November 2013–September 2015

### ADMINISTRATIVE ASSISTANT TO ATHLETIC DIRECTORS

University of Florida Athletic Association, April 2012–September 2013