

Eric Maurer - CV

Contact Details

Eric Maurer

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Professional Summary

Dynamic marketing leader with a diverse background in corporate leadership, creative direction, journalism, and motorcycle fabrication. Extensive experience in Powersports, tech, and enthusiast markets, spanning research, branding, budgeting, and people management. Proven success in developing innovative B2B and B2C marketing strategies, leading global rebranding efforts, and managing cross-functional teams. Currently transitioning back to the Automotive and Powersports industries, bringing decades of expertise in storytelling, brand building, and event coordination.

Professional Experience

Director of Marketing - Texas Harley Davidson

June 2024 - Present | Dallas-Fort Worth, TX

- Crafted and implemented marketing strategies to drive sales, customer engagement, and community outreach.
- Expanded dealership's digital footprint through dynamic social media campaigns and website management.
- Organized and executed events, including bike rallies and charity rides, aligned with sales objectives.

Founder & Creative Consultant - Eric Maurer Designs

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June 2000 - Present | United States

- Provided marketing, photography, and design services for aftermarket Powersports and automotive brands.
- Developed and executed multi-channel marketing campaigns, including web, print, email, and PR.
- Played a key role in growing a global motorcycle aftermarket parts company from inception to acquisition.

Head of Creative, Brand, and Marketing - EMD Consulting Services

July 2022 - July 2024 | United States

- Delivered creative marketing solutions for B2B, B2C, and influencer-focused campaigns.
- Led brand-building initiatives, combining storytelling with strategic execution.

Head of Creative and Brand - Nano Dimension

October 2021 - September 2022 | Fort Lauderdale, FL

- Directed global brand strategy and launched a cohesive design system post-acquisition of three companies.
- Enhanced lead generation and awareness through the launch of a global web presence.

Creative Director - Quantum Corporation

May 2017 - June 2020 | Irvine, CA

- Orchestrated global rebranding initiatives and developed 360-degree marketing campaigns.
- Strengthened lead generation and demand through innovative storytelling and comprehensive branding.

Director of Marketing Creative Services - Zilliant

January 2016 - December 2016 | Austin, TX

- Spearheaded creative strategy and delivered consistent branding across digital and print platforms.
- Redesigned the company website, boosting customer acquisition and brand visibility.

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Creative Director Marketing - Microsoft Corporation

November 2005 - December 2015 | Redmond, WA

- Managed the global rebrand of Microsoft Automotive Services Division.
- Enhanced internal communication strategies, improving employee engagement and brand perception.

Creative Services Manager - Motorcycle Safety Foundation

April 2002 - June 2005 | Irvine, CA

- Oversaw website design and event presentations for major motorcycle industry organizations.
- Designed materials for executive keynotes and industry events, boosting brand engagement.

Education

University of Louisville, Louisville, KY

Edison High School, Huntington Beach, CA

Skills

- Strategic Marketing and Branding
- Event Planning and Community Engagement
- Cross-Functional Team Leadership
- Digital Marketing and Social Media Strategy
- Photography and Visual Storytelling
- Budget Management and Analytics