



Jonathan Baughman

Seasoned Marketing Executive

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Seasoned marketing professional with 10+ years of experience. Most recently successfully launched a new wheel brand, resulting in \$500,000 total sales within the first nine months. Passionate about developing partnerships to foster long-term brand loyalty and growth for all involved.

EMPLOYMENT HISTORY

Director of Marketing

Torque Wheels, Marietta, GA — Jan 2024 – Feb 2025

- Successfully launched the brand from the ground up
- Led the development and execution of marketing strategies across digital, social media, email, content, events and traditional channels
- Managed the annual marketing budget, allocating resources to optimize ROI and increase brand visibility
- Managed a team of marketing professionals, providing guidance, mentorship, and performance evaluations to ensure team alignment with company goals
- Collaborated closely with sales, product development, and leadership
- Created campaigns that drove customer engagement and increased brand loyalty
- Designed and managed website build from conception
- Managed agencies to optimize SEO, email campaigns, website creation and media/ad spend in order to track and manage consumer data to optimize our marketing efforts
- Developed a partnership strategy that focused on the target audience, which was diverse across several industry outlets

SKILLS

- Brand Strategy
- Partnership Development
- Budget Management
- Event Planning
- Team Leadership
- Campaign Management
- Content Creation
- Strategic Planning
- Influencer Marketing
- Product Launch
- Brand Awareness

BFGoodrich Marketing Manager, East Coast

Michelin North America, Greenville, SC — Mar 2018 – Dec 2023

- Developed and nurtured relationships with brand ambassadors, event promoters and business partners
- Managed a multi-million-dollar budget annually
- Sought new partnerships (grassroot level) that aligned with the overall brand strategy
- Planned and oversaw grassroots events from conception to final product
- Managed local/regional grassroot club sponsorships to enhance brand awareness
- Negotiated with event promoters regarding sponsorships
- Ensured that marketing communications were consistent with brand and organizational standards
- Managed marketing agency to ensure performance at an optimal level (event planning and onsite execution)
- Tracked trends in the industry to maintain relevant in the event field
- Advocated for customers to build long-term consumer business

Program Manager, BFGoodrich

Jackson Marketing, Motorsports & Events, Greenville, SC

— Feb 2013 – Mar 2018

- Planned consumer events across the U.S. and Mexico
- Developed and maintained influencer relationships on behalf of BFGoodrich
- Managed a multi-million-dollar budget year-to-year
- Worked with event promoters to negotiate contracts for events
- Handled all logistics of events (i.e. hotels, flights, rental cars)
- Coordinated travel schedules of CDL(s) and other brand-owned vehicles
- Created brand displays and other marketing materials
- Interacted with consumers and shared product knowledge of the brand
- Trained new team members and clients on brand promotions and marketing solutions
- Worked with celebrity racers, industry influencers and brand ambassadors throughout the year

EDUCATION

University of South Carolina at Aiken, Aiken, SC

— Aug 2006 – May 2010

Business Administration, minor in Marketing