

JERROD STRAUSS



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PROFESSIONAL SUMMARY

Sales and Marketing professional with 30+ years of driving dynamic sales and marketing initiatives across branding, public relations, digital marketing and corporate positioning. Creator of exceptionally effective campaigns that drive corporate revenues and increase market position.

WORK HISTORY

Director of Sales, 01/2025 - 04/2025

Coverking, Anaheim, CA

- Responsible for all WD sales and Co-Op marketing opportunities.
- Supplied top tier eCommerce sites with up-to-date data to increase sales.
- Grew key strategic account sales by proactively implementing best practices including product education, strengthening marketing materials promote products
- Expanded new business opportunities by 25% YoY. WD, Ecommerce and local installers.
- Cultivated strong relationships with key industry partners, enhancing brand visibility, sales and product placement.
- Created detailed categorizations of customers based on sales goals and future sales potential.

Vice President of Sales and Marketing, 05/2023 - 08/2024

DUB Media Group, San Dimas, CA

- Increased revenue by 52% YoY by developing and implementing comprehensive sales and marketing strategies.
- Supervised proposal development in response to RFPs within endemic and non-endemic automotive markets.
- Streamlined sales processes for improved efficiency and increased customer satisfaction.
- Built a team of sales and marketing professionals to achieve consistent growth in market share.
- Cultivated strong relationships with key industry partners, enhancing brand visibility and credibility.

Manager of Marketing and Social Media Relations, 09/2022 - 01/2023

Great Western Trailer, Irvine, CA

SKILLS

- International sales
- CRM software
- Affiliate marketing
- Digital marketing
- Public relations
- Sales training
- Key account management
- Sales presentations
- Content marketing
- Sales pipeline management
- Strategic planning
- Sales forecasting

- Responsible for all marketing efforts including lead generation, branding, print and digital marketing, local marketing and events
- Designed program to connect targeted customers to Great Western Trailer revenue channels of sales, leasing, rental, parts, and service components
- Developed, implemented and continuously tracked progress and effectiveness of lead generation for traditional and digital advertising campaigns, trade shows, and other marketing activities
- Managed all digital forms of media including Display, Social, Search, YouTube
- Revamped digital marketing strategy including creative design and targeting to increase response
- Optimized website to increase SEO performance, visitor usage, and increasing sales
- Oversaw lead generation targeting desired customer to lower costs
- Redefined criteria for marketing measurements
- Reported all marketing efforts performance to executive team weekly.

Director of Sales, 03/2011 - 01/2022

Digital Throttle, Incline Village, NV

- Led digital strategy and marketing efforts for clients
- Delivered timely, targeted media campaigns in Automotive, Truck, Jeep, Motorsports, RV and Marine audiences
- Created custom campaigns with editorial content
- Continually optimized digital campaigns to ensure overall performance and ROI
- Defined successful criteria for campaign measurement and delivered campaign performance reporting
- Managed ad operations, creative, and IT departments to ensure optimal results for each client
- Identified opportunities at trade shows, media events and motorsports events

Sales and Marketing, West & Central Territories, 08/2014 - 04/2015

N-FAB Inc., Houston, TX

- Responsible for sales and marketing for Off-Road parts company
- Increased sales by 44% in first quarter of 2015 by focusing on sales effectiveness through operational efficiencies, sales best practices and partner motivation
- Grew key strategic account sales by proactively implementing best practices including product education and marketing materials to promote products
- Implemented and trained organization on Salesforce.com to track and increase sales

- Increased brand recognition by generating media coverage in key publications such as 8-Lug, Restyling & Truck Accessories and Truckin' Magazines
- Secured numerous magazine covers, 15+ technical and installation stories, and syndicated 24+ press releases
- Increased presence and effectiveness of industry events including SEMA, PWA, TruckFest and AMA SuperCross by leveraging strategic partnerships like Toyota and Joe Gibbs Racing

Director of Sales and Marketing, 08/2012 - 08/2014

T-REX Grilles, Corona, CA

- Responsible for sales, marketing and customer service departments
- Drove 20% annual sales growth year over year
- Implemented Salesforce.com within the sales team to enable strategic and trackable prospecting
- Provided sales team with selling tools (marketing materials, market data and monthly sales data) to facilitate stronger sales discussions
- Lowered returns percentage from 12% to 6% in first 12 months by implementing rigorous QA standards
- Media coverage in key publications including 12+ magazine covers and 18+ technical and installation stories.

General Manager, 04/2010 - 02/2011

Microfiber-Products-Online.com, Laguna Niguel, CA

- Responsible for the overall management of \$3 million e-commerce business
- Managed all e-commerce centers including Amazon, eBay, and Yahoo to optimize customer service experience
- Continually analyzed and negotiated pricing to achieve maximum sales margins.

V.P. of Sales, Motor Vehicle Division, 10/2009 - 04/2010

SYSTEM ONE, Fullerton, CA

- Increased sales revenue by developing and implementing innovative sales strategies.
- Enhanced customer satisfaction by fostering strong relationships and providing exceptional service.

West Coast Account Executive, 01/2009 - 10/2009

duPont REGISTRY, Laguna Niguel, CA

- Responsible for revitalizing inactive accounts and generating new business leads for all duPont REGISTRY properties
- Established strong client relationships in the automotive industry

- Developed and sold integrated sales packages for print, event, digital assets.

Senior Account Supervisor, 02/2000 - 11/2008

PRIMEDIA INC./SOURCE INTERLINK MEDIA, Anaheim, CA

- Responsible for driving revenue for the International Automotive Group (IAG)
- Increased revenue from current client base while consistently developing new business
- Lead sales team to record year over year double digit monthly sales growth
- Accurately and pro-actively forecast revenue projections for region.

EDUCATION

Bachelor of Arts, Business Administration and Marketing

Sonoma State University - Rohnert Park, CA