

Jeffrey Aitken

Field Marketing Manager, KIND Healthy Snacks - Washington, United States

W: <http://www.worky.com/jeffrey-aitken>

Jeffrey Aitken's Professional Experience

2011 - Present **KIND, LLC - Field Marketing Manger KIND Healthy Snacks**

2009 - 2011 **Recreational Boating and Fishing Foundation - Industry Outreach Manager**

- Managed direct sales efforts to engage partners in the full range of RBFF's programs, products and services and played a pivotal role in developing a corporate sponsorship program targeting endemic and non-endemic strategic partners to increase revenue for the organization. To date, the program has generated \$405,000 in direct revenue, including;
 - o Secured the Foundations first multi-year sponsorship with a non-endemic company \$312,160.
 - o Secured endemic sponsorships with major retail chain in partnership with major media outlet for \$75,000 / year.
 - o Orchestrated revenue generating partnership with major industry manufacturer focused on incentivizing consumers. Program is repeating for second consecutive year.
 - Organized major industry events including consumer and industry focused trade shows and on-water events.
 - Served as RBFF's lead representative to industry stakeholders and their partners. This includes representing RBFF at industry conferences, serving on appropriate committees, making public presentations to trade organizations and hosting exhibits.
 - Provided strategic planning, contact management and campaign implementation to increase participation.
 - Provided input and guidance to RBFF marketing and communications staff to aid them in developing effective plans and materials targeted at stakeholder segments.
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Key Skills Direct Sales, events, Marketing, Partnership Management, promotional, Promotions, retail, strategic planning, Trade Shows

2005 - 2008 **HO Sports / Hyperlite Wakeboards - Account Representative**

- Account Manager and Sales Representative for \$2.5 M territory with more than 100 open accounts in 13 states.
 - Increased product saturation within existing and new accounts across region.
 - Provided guidance to accounts at retail and key consumer trade shows to increase sales and repeat business.
 - Strategically opened new accounts throughout the region.
 - Successfully ran events for accounts, industry leaders and professional athletes including contests, exhibitions, on-water demonstrations, open houses and boat shows.
 - Identified and signed talented athletes to represent the brand through competitions and events.
 - Responsible for annual travel and office budget, plus additional budgets for individual trade shows and athlete travel.
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Key Skills Customer Service, Account Manager, Customer Service, events, Marketing, retail

2005 - 2005 **Oakley - Account Representative**

- Managed approximately 120 accounts throughout Washington, D.C., Virginia and North Carolina.
 - Sold ophthalmic and sun eyewear, goggles (snow & MX) and accessories, to existing accounts.
 - Identified potential new accounts and supported grassroots team members (athletes and opinion leaders).
 - Set up new accounts, initial product orders and assisted accounts with merchandising.
 - Led in-store clinics to educate staff about the technical, marketing and sales concepts for the product line.
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Key Skills Marketing, Merchandising, SUN

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| 2000 - 2005 | Society of Research Administrators International - Manager, Online Services |
| | <ul style="list-style-type: none"> • Managed approximately 3,700 international member accounts, responsible for all membership sales, invoicing and customer service. • Managed and maintain SRA website including integrated membership database and on-line job bank. • Assisted in organizing and managing the Annual Meeting as well as various Section Meetings. • Developed marketing pieces and display booth design for conferences and meetings. • Oversaw project milestones during implantation of iMIS membership management database. • Editor of electronic monthly membership newsletter and quarterly publication for membership. |
| Key Skills | Accounts Receivable, Customer Service, Account Manager, events, Invoicing, Marketing, meetings, Web Content Management |
| 1998 - 2000 | Boat America Corporation / BoatU.S. - Liaison, Towing Company Services |
| | <p>Member of a dedicated team established to interact with 120+ contracted towing companies around the United States. Duties included:</p> |
| | <ul style="list-style-type: none"> • Handled contract negotiation and enforcement with service providers and oversaw the procurement of related goods and products. • Responsible for developing and implementing responsive co-op advertising programs. • Handled materials and financing for independently owned and operated towing companies. • Developed and implemented promotions and special events at marine centers and trade shows. • Participated in the sale of enhanced towing “insurance” packages to members and non-members. • Contributed articles to the Red Craft Advisory, a quarterly newsletter designed to keep towers aware of recent updates and changes to the TowBoat U.S. program. • Coordinated efforts to bring H.O. Sports into BoatU.S. Marine Center for product sales. |
| Key Skills | Dedicated, Negotiation, Promotions |
| 1997 - 1998 | Boat America Corporation / BoatU.S. - Marine Insurance Claims Adjuster |
| | <p>Provided immediate, thorough and competent analysis of information supplied by the insured and independent marine surveyors regarding claims.</p> |
| | <ul style="list-style-type: none"> • Reviewed repair / replacement estimates. • Appointed outside experts (marine surveyors and investigators). • Responsible for the rapid and accurate resolution of claimed losses in accordance and compliance with the Fair Claims Practice Act of the state in which the policy was written. • Negotiated with salvage companies for wreck removal and the sale of salvage. • Negotiated with repair yards for repair of damaged vessels. • Coordinated efforts to assist vessels in distress or in need of salvage and/or towing. • Participated in the sale of enhanced Towing “insurance” packages to members and non-members. |
| Key Skills | claims |
| <hr/> Jeffrey Aitken's Additional Information <hr/> | |
| Links | |
| Company Website - http://www.KINDSnacks.com | |
| Linkedin Profile - http://www.linkedin.com/pub/jeffrey-aitken/14/632/272 <hr/> | |
| Jeffrey Aitken's Education and Qualifications <hr/> | |
| 1995 | Bachelor/Degree - BA, Criminal Justice Sam Houston State University <hr/> |

