

Chuck Junge

Lawrence, KS · 785-979-6696 · chuckjunge@gmail.com · chuckjunge.com · www.linkedin.com/in/chuckjunge

Brand & Market Development | Digital Planning & Analytics | Leadership & Team Building

Dynamic accomplished marketing executive with nearly three decades of expertise in driving brand leadership and market innovation within the consumer products and retail sectors. Demonstrates exceptional proficiency in strategic planning, digital marketing, brand development, and market positioning. Proven ability to lead cross-functional teams, manage complex projects, and enhance digital presence. Renowned for strong communication skills and extensive experience in public speaking and team training. Dedicated to advancing brands through innovative marketing strategies while cultivating team growth.

Key Skills & Expertise:

- Strategic Planning & Execution
- Digital Marketing & Online Presence
- Brand Development & Market Positioning
- Leadership & Team Building
- Project Management
- Public Speaking & Training

Professional Experience

Senior Director of Marketing | Spyder Products | 2018 – Present

Singular, critical role directing and developing the Spyder brand and its catalog of products and retail presence while orchestrating comprehensive marketing strategies that significantly elevated the company's market presence and revenue. The product portfolio was expanded and brand recognition enhanced through innovative, data-driven campaigns. Directly responsible for voice, feel, messaging & look for all product marketing and consumer facing packaging, visual merchandising and sales collateral.

- Spearheaded a transformative brand evolution, achieving a 2650% revenue increase over six years through strategic marketing initiatives and market-driven product expansions.
- Successfully expanded the product line from 170 to over 700 items, positioning Spyder as the 5th most purchased brand in the power tool accessories industry.
- Implemented integrated marketing campaigns that increased brand recognition among trade professionals from 22% to 77%, leveraging advanced data analytics to target key demographics effectively.
- Led a comprehensive redesign of the company website, increasing daily unique visitors from 100 to over 2000, and developed a robust social media strategy that grew the brand's following to over 133K across multiple platforms.
- Directed a marketing team of six, fostering a culture of innovation, critical thinking, and collaborative decision-making, resulting in enhanced team performance and professional growth.
- Managed a \$3MM marketing budget with full P&L responsibility, ensuring optimal allocation of resources for marketing collateral, retail promotions, digital marketing, and social media campaigns.
- Developed and executed strategies that generated 183K website visits and established a diverse mailing list of 75K potential consumers, utilizing market insights to drive engagement and conversion.

Retail Marketing Consultant | Impulse Marketing, Inc | 1997 – 2018

Founded Impulse Marketing where comprehensive marketing, design, and production solutions were developed for in-store merchandising and retail environments. Leadership was provided to a diverse team, resulting in successful promotional strategies, packaging and high-quality marketing assets for a wide range of clients.

- Directed a retail marketing design agency that collaborated with over 125 companies, generating \$31 million in sales through innovative marketing and design solutions.
- Designed, manufactured, and sold over \$35MM worth of retail displays, marketing assets, packaging, and signage, enhancing client brand visibility and market presence.

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- Developed and implemented promotional retail and sales strategies for consumer product manufacturers and retail chains, effectively driving client growth and engagement.
- Led the recruitment, mentoring, and development of a diverse team of 10 full-time and up to 25 temporary staff, fostering a productive and collaborative work environment.
- Managed and coordinated complex projects from concept to completion, ensuring seamless execution and delivery of high-quality results for clients.

Full Certified Snow-Sports Instructor | Winter Park / Snow Creek | 1988 –2002, 2014-Present

A ski instructor involved teaching children and families, using a variety of skills and customized approaches to enhance their learning experience. As an instructor trainer, advanced public speaking, mentoring, and instructional skills were honed through the creation and delivery of comprehensive training programs, including weekly webinars. Additionally, instructional content was written and published in trade magazines, blending technical knowledge with engaging storytelling to reach a wider audience.

- Facilitated enjoyable and effective learning experiences for skiers of all levels, utilizing advanced instructional techniques to enhance skill development and performance. Taught all levels of guests, from beginner to advanced.
- Focused on leadership, mentoring, and talent development, driving the personal and professional growth of colleagues and other coaches.
- Lead weekly training webinars and developed comprehensive teaching plans communicating complex concepts clearly and effectively.

Education

- BFA Interior Design | University of Kansas
- National 'D' License | U.S. Soccer
- Alpine Level 3, Freestyle 1, Children's Specialist 2, Senior Specialist 1 | Professional Ski Instructors Association

Technical Skills

- Tableau
- NetSuite
- Adobe Creative Cloud
- Google Analytics
- Meta Suite
- SolidWorks
- SendIn Blue/Mail Chimp
- Microsoft Office Suite

Awards & Honors

- Student Scholarship for Excellence in Design | Oleum Corp.
- Gold POPAI Award | POPAI Institute
- Best Merchandising Solution | Design of the Time Magazine
- Packaging of the Year | SuperPet Expo
- Vendor of the Year | Greenies
- Best Trade Show Booth Design | Petco's Annual Vendor Show
- Top 10 Merchandising Service Providers, Retail Tech Insights
- 2x Lowes' Innovation Vendor of the Year | Lowes
- 9x Pro Tool Innovation Product of the Year | Protoolinnovationawards.com