

ERIC TRULL

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EXECUTIVE SUMMARY

Cross-functional Marketing Manager with over 10 years of experience in marketing communications, content marketing, and project management within the B2B, B2C, and B2G space. Demonstrated success in creating impactful marketing strategies and optimizing marketing operations for enhanced productivity and engagement. Excels at solution-focused approaches, excellent communication skills, and a pioneering spirit. Adept in aligning marketing initiatives with organizational goals to drive brand development and omni-channel consumer experiences.

PROFESSIONAL EXPERIENCE

Bike/Walk Central Florida — Marketing Manager; Orlando, FL

October 2022 - April 2023

- Led cross-functional marketing initiatives for four regional programs, leveraging data analytics to inform strategies and drive community engagement across three Central Florida counties.
- Created the marketing department's central information repository, optimized file organization, standardized SOPs for all marketing tools, documented changes in marketing channels for long-term OKR tracking, and identified crucial KPI sources to guide strategic decisions.
- Revitalized digital media channels, overhauling an outdated website utilizing data analytics to drive development and content marketing, enhancing user experiences for various demographics through significant coding efforts.

Bike/Walk Central Florida — Community Outreach Manager; Orlando, FL

October 2021 - October 2022

- Orchestrated partnerships with thirty-five city, county, and governmental organizations while leading six region-wide behavior change campaigns, amplifying impressions by millions with a blend of education, PR, and digital messaging.
- Implemented the project management software Asana to optimize team efficiency, centralize communication, and standardize workflows across marketing, operations, and data analysis departments.
- Created a digital tool to optimize field marketing operations, facilitating efficient planning and analytic tracking for over 100 events annually and enabling instant report generation by client, geography, or timeframe.

The Valerin Group — Public Involvement Project Manager; Orlando, FL

May 2021 - October 2021

- Managed 11 public outreach projects for a state transportation agency, closing seven and achieving a 94% increase in monthly revenue compared to the previous 18 months.
- Developed standard operating procedures (SOPs) for project management, including schedules, checklists, and structured outreach meeting timelines, resulting in a 30% efficiency boost and empowering cross-functional teams to focus on new products and services.
- Designed visually engaging marketing collateral, infographics, and comprehensive training manuals to facilitate the understanding of intricate roadway designs and traffic control systems for law enforcement, project staff, and the public.

The Valerin Group — Marketing and Communications Specialist; Orlando, FL

November 2019 - May 2021

- Led 13 public outreach projects, collaborating with engineering project managers, identifying stakeholders, maintaining detailed records, and presenting at public meetings, significantly contributing to each project's success.
- Transformed public meeting protocols in response to COVID, ensuring compliance with state statutes, integrating broadcast and webinar software, improving attendance by 40% through virtual engagement.
- Implemented Microsoft Planner, a user-friendly project management tool, to enhance task allocation, progress tracking, and team collaboration, effectively replacing outdated spreadsheet-based management processes and fostering better project oversight within a technology-averse environment.

Cyclehop — Regional Manager - Florida; Tampa, FL

October 2016 - October 2018

- Drove a 44% increase in annual revenue through strategic business refinement, customized marketing for three brands, and strengthened government partnerships, showcasing a data-driven approach.
- Facilitated the year-long project management software integration, improving time management and enhancing communication, teamwork, and accountability while providing training opportunities for 100 employees across twelve offices in two countries.
- Developed a data analysis tool that optimized logistics, resulting in \$40,000 in labor savings in the first year, following a six-month data collection period.
- Managed the design and relaunch of a content marketing-centric brand website, realizing an 85% annual increase in page views by user, 91% longer session times, and a national rollout across thirteen CycleHop brands.

Cyclehop — Program Manager; Tampa, FL

October 2015 – October 2016

- Developed marketing collateral for multiple brands, including proposals, reports, websites, digital assets, and print materials, ensuring strict adherence to quality standards and brand guidelines.
- Analyzed Customer Relationship Management (CRM) system data to refine the core product and improve customer experience (CX), showcasing proficiency in product management and KPI analysis.
- Refined product distribution and logistics pre-launch after a 90-day consumer insight gathering sprint, including community meetings, surveys, and media campaigns, showcasing a data-driven approach to marketing operations.

Cyclehop — Product Launch Manager – Coast Bikes; Tampa, FL

January 2014 – September 2015

- Managed the go-to-market (GTM) strategy for the groundbreaking Coast Bike Share system, harmonizing logistics, engineering, marketing, and stakeholder engagement, pioneering shared mobility.
- Led product marketing efforts for the first large-scale smart-bike system in the U.S., contributing to a rapid U.S. expansion and acquisition of Social Bicycles by Uber in 2018, demonstrating adaptability in a fast-evolving industry.
- Collaborated with vendors to test and advise software improvements and firmware updates, resulting in a 40% increase in the tech's stability after the launch of the minimum viable product in the early-stage startup environment.
- Compiled comprehensive monthly reports, analyzing over 1.5 million data points from five sources to drive product evolution, influence lifecycle marketing campaigns, and catalyze new infrastructure development, demonstrating strong management and marketing operations abilities.

Cyclehop — Marketing Coordinator – Coast Bikes; Tampa, FL

May 2013 – December 2013

- Developed the Coast Bike Share brand and executed market research, collaborating with design agencies and leveraging analytics to optimize product launch marketing and specific target market campaigns.
- Led cross-functional collaboration with government agencies and community groups to advocate for bike share, resulting in improved station siting practices and strengthened relationships.

OUTSIDE EXPERIENCE

The Milk District | Main Street — Volunteer; Orlando, FL

December 2022 – Present

Committee Member, Graphic Design, Photography, Event Volunteer

EDUCATION

Bachelor of Science, Marketing | University of South Florida, St. Petersburg, FL

Associate of Arts, Architecture | St. Petersburg College, Clearwater, FL

CERTIFICATION

Intro to Data Science | A 4-course specialization by IBM on Coursera

Getting Started With Python (In Progress) | A 7-course specialization on LinkedIn Learning

ACCOLADES

Transportation Professional of the Year – Tampa Bay Institute of Transportation Engineers | 2017

Bike Advocate of the Year – Bike Walk Tampa Bay | 2017

Additional recognition available on www.erictrull.com

SKILLS

Adobe Creative Suite, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Asana, Branding/Brand Strategy, Business Analytics, Communications, Data Analysis, Email Marketing, Excel/Sheets, Facebook Ads, Google Analytics, Google Cloud Platform, Graphic Design, HTML/CSS, Management, Marketing, Market Research, Microsoft Office, PowerPoint/Slides, Project Management, Public Relations, Public Speaking, SEO, Social Media, Websites, Word/Docs, WordPress.