

REID PIKUL

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PROFESSIONAL EXPERIENCE

Oakley Inc. | Foothill Ranch, CA | NYC, NY | April 2014 – Present

Principle Sales Representative | Action Sports and Boutique | NYC, Long Island, New Jersey

- Sales representative for the Oakley brand spanning Action Sports and Boutique dealers in the NYC, Long Island, and New Jersey Markets including eyewear, apparel, footwear, and accessories
- Oversight and management of sales and marketing activities

Oakley Inc. | Foothill Ranch, CA | NYC, NY | July 2010 – April 2014

Field Marketing Representative | United States Marketing

- Initiated Field Marketing program with 4 other reps nationwide, which grew to 18 reps over the course of ~3.5 years
- Oversee and manage all regional marketing aspects of a \$2 Billion brand for the Northeast United States territory
- Ensure strategic and brand-right alignment of the Oakley brand across multiple channels including the Optical, Traditional Sport, and Action Sport distribution while staying up to date on industry events, competitor products, and proper terminology for each industry
- Travel to international events to provide key brand knowledge and an in-depth analysis of the numerous technical product features tailored to the audience
- Develop strong relationships with key partners in order to create a succinct regional brand image through product seeding, promotion, and sponsorships
- Conceptualize, budget, and host leading events across respective channels
- Design and implement global and regional training platforms and sessions
- Provide multi-level brand support across a variety of channels:
 - National Accounts
 - Provide brand representation on a regional scale and maintain relationships between in-house National Account Sales and important in-territory contacts
 - Oversee a territory of up to 1,200 doors across various National Accounts and act as the brand “touch point” between account regional managers, district managers, and sales associates relaying back to Oakley and respective account in-house teams
 - Accounts managed include: Dicks Sporting Goods, Zumiez, Tilly’s, PacSun, The North Face, Nordstrom, Athleta, Cabela’s, Bass Pro Shops, Solstice, Totes, etc.
 - Provide best-in-class merchandising and execute regular regional product knowledge trainings, ambassador events, and sales contests to engage and educate these key accounts
 - Local and Regional Accounts (Independent Oakley Sales Representatives and Regional Sales Managers)
 - Support independent regional marketing initiatives by working closely with 3 Channel Managers and 16 Independent sales reps to seamlessly plan and execute key regional marketing events
 - Event tasks include: budget planning, venue selection, ordering of branded assets, on-site staff planning, develop & adhere to master schedule, and build key brand partnerships along the way
 - US Marketing
 - Collaborate with in-house event managers to produce top notch national events by identifying the opportunity, concept the activation, budget plan, schedule, execute, and post-event reporting
 - Oversee the regional execution of national touring events
 - Provide support for the national Rolling O’ Lab team conducting in-depth clinics pertaining to Oakley patents and proprietary manufacturing practices compared to the competition in relation to the American National Standards Institute (ANSI) Z80.3 and ANSI Z87.1

- Other
 - Solely manage and maintain the NYC brand showroom: sample allocations, add/drop lists, reps scheduling, re-branding for key meetings and events, fixture/asset management and updates, determining seasonal creative and campaign direction
 - Provide support for brand supported national and regional trade shows
 - Creation and on-going updates to event reporting website, www.OakleyFMR.com
 - Provided onboarding training and mentoring for new hires in various positions

Missy Farren & Associates | New York, NY | July 2009 – July 2010

Account Executive

- Clients include, but not limited to: Burton Snowboards, Target, Ted Ligety/Shred Optics, Horny Toad, Nau, Uncommon and Cycling Sports Group
- Establish relationships with top-tier media to secure coverage and ensure synergy for client product, athletes and brand image
- Expand agency's long-standing relationships with influential mainstream and niche market media
- Uncover new media and develop pitches for unique story angles to build brand recognition
- Plan and execute media tours for Gold, Silver and Bronze medal winning Olympic athletes; both pre and post competition to maximize placement and coverage
- Manage all product distribution including press kits, sample orders, placement, delivery and return
- Report media coverage on a regular basis, posting to client press site and distributing impression and ad value recaps
- Maintain separate databases for media outlets, contacts, secured coverage, expected coverage and coverage surrounding special events and opportunities
- Writing tasks include press releases, pitch development, client and media communications, and proofreading use of industry jargon
- Participate in brainstorming sessions for new business creative development
- Attend seminars and industry events on a regular basis to stay ahead of competition from both an agency and client perspective

Zoo York, Marc Ecko Enterprises | New York, NY | January 2009 – April 2009

Intern, Marketing Communications

- Provided general support to marketing and public relations departments at a \$30 million lifestyle brand; reported to Communications Director and interfaced regularly with Brand Director
- Assisted with website re-launch including database management, file preparation using Adobe Photoshop, and delivery of all creative assets to external design agency
- Worked directly with in-house photo studio to secure product images for press and marketing needs
- Coordinated press materials for Action Sports Retailer (ASR) tradeshow in San Diego, CA
- Sourced, assembled and distributed press kits to extensive target list of top media (print, web, broadcast)
- Managed promotional product mailing to 50 editors at leading consumer/trade magazines and websites
- Maintained PR sample closet and processed orders for special events and media requests
- Tracked departmental expenses and drafted reports for marketing staff

Mountain Creek Resort | Vernon, NJ | October 2006 – March 2008

Coordinator, Strategic Partnerships, Marketing and Events

- Coordinated winter sports and music events with responsibilities including conception, planning, organization, execution and wrap-up
- Aligned and secured sponsorship with key strategic partners including Coca-Cola, American Express and Coors
- Strategized with industry representatives and corporate sponsors to maximize event and achieve success
- Forged strategic partnerships with leading brands to generate promotional revenue for events

- Developed and executed successful activation campaign that drew 1,500+ prospective customers to resort

Mountain Creek Resort | Vernon, NJ | December 2005 – April 2006

Supervisor, Guest Services

- Managed staff and daily operations of ticket sales department including hiring and training of 100 staff members
- Worked directly with resort guests to ensure customer satisfaction and retention
- Coordinated the fulfillment of 60,000 products
- Monitored budget to ensure efficient operation and that expenditures remained within specified limitations

EDUCATION

Berkeley College | White Plains, NY

- Bachelors of Business Administration
- Major: Marketing
- Sigma Beta Delta Member (International Honors Society)
- GPA: 3.79

SUNY Orange | Middletown, NY

- Associate, Applied Science
- Major: Math and Sciences
- Concentration: Physical Science

SKILLS

- MS Office Suite: Word, Excel, Outlook, Access and PowerPoint
- Fluent with Cision, Compete, Critical Mention, PR Trak and Burrells Luce
- Fluent with common social networking platforms including Instagram, Facebook, Twitter, and up-to-date on emerging new platforms
- Fluent with Wordpress site creation, development, and maintenance
- Experience with Adobe Creative Suite
- Competent in Macintosh and Windows Operating Systems