

# Tracy O'Brien

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## ABOUT ME

The most important thing you can know about me is that I am fiercely action-oriented and results-focused. I am a self-trained endurance athlete and yoga enthusiast who commits wholeheartedly to all endeavors, personal and professional. Pushing boundaries, finding my edge, and going the extra distance are ingrained in who I am and what I bring to the workplace, especially in the outdoor industry. I'm passionate about creating connections and helping others experience life, and I've been able to do this in a variety of ways through 9+ years of marketing and branding experience

## EXPERIENCE

### *Brand Management*



### *Retail Design Strategy*



### *Brand Strategy*



### *Consumer Packaged Goods*



### *Digital & Social Media Marketing*



### *Marketing Communications*



## EDUCATION

 Kelley School of Business  
MBA, Marketing

 Grand Valley State University  
BFA, Dance & Business

## CURRENT POSITION:

**Brand Equity Marketing Manager, Breck Ski Resort**

## EXPERTISE

**Brand Marketing:** Managing multi-channel brand communications to align with strategic objectives and amplify the customer experience

**Strategy:** Development of comprehensive business solutions including new product launches, repositioning and strategic partnerships

**Driving Results:** Turning strategy to action through scenario planning, forecasting, and developing tactical work plans within a defined budget to perform on establish KPI's

**Team Management:** Leading teams to execute on enterprise and resort specific marketing goals to drive destination and local visitation

**Business Development:** Building new client/strategic relationships and organically growing existing ones to benefit the bottom line of both sides of a partnership

## PASSIONS

**Storytelling:** Sharing life's adventures in an inspiring way through my blog and website [adventurelovescompany.com](http://adventurelovescompany.com)

**Discovery:** Traveling to new places and learning new skills; I love seeing what the world has to offer and continuously enriching my perspective

**Pushing Boundaries:** Ultra running, mountain biking and backcountry skiing take me places I'd never imagine - you never know how far you can go until you try