

KIRA MCGRIGG

Marketing professional and photographer based in Bellingham, Washington. With a proven track record in the outdoor industry, I specialize in online marketing and driving e-commerce performance. In our industry, marketing truly comes down to understanding the core of the adventure seeker - mountain bikers, backpackers, rafters, and climbers alike, and creating meaningful content that resonates.

*I'm enthusiastic about leveraging my skills to create impactful marketing campaigns and achieving tangible results in the outdoor industry. **Most importantly - stoked to get outside every single day.***

EDUCATION

Bachelor's in Media Studies

University of Wisconsin
(2014 - 2018)

Double Emphasis:
Web Development
Photography

Double Minor:
Film Studies
English

CONTACT ME

☎ +608-481-3898

✉ klmcgrigg@gmail.com

📍 Bellingham, WA

WORK EXPERIENCE

Marketing Associate

GEAR AID (Sept '21 - Present)

- Coordinating and executing GEAR AID's product and lifestyle photoshoots
- Managing content and copy updates for the GEAR AID website, ensuring ADA compliance
- Creating and launching email/SMS marketing campaigns to engage subscribers and drive sales
- Maintaining brand-consistent copy and visual assets while flaming the stoke for outdoor gear care and repair.
- Collaborating with external brands and organizations, E.g. Northwest Avalanche Center, to create and publish informative blog posts expanding GEAR AID's reach in the outdoor industry
- Maintaining GEAR AID's social media accounts with product/brand updates
- Handling marketing requests for new product assets and updates across channels - DTC, Wholesale, Amazon, etc
- Assist in the production and distribution of promotional materials
- Supporting tradeshow, events, and in-store promotions

E-Commerce Support Administrator

Black Diamond Equipment (Dec '21 - July '23)

- Specialize in online and DTC sales, email marketing
- Extensive technical knowledge of skiing, climbing, and backpacking techniques and equipment
- Excellent written and verbal communication skills
- Proficient in CRM and ERP programs
- Skilled in researching and comparing competitor products
- Strong ability to multi-task and complete projects independently
- Knowledgeable in Black Diamond corporate philosophy, design, warranty/repair, and historical information
- Responsible for online order support, shipping, order processing, return management, and inventory control
- Expertise in resolving order queries, billing issues, and miss-ship errors
- Assist in training customer service agents and collaborate with Marketing Department on website efforts
- Computer literate in Microsoft Windows operating systems, including Outlook, Excel, and Word
- Able to work independently or as part of a team to ensure consumer satisfaction
- Once called the "apex of customer service" by a really dope customer

WORK EXPERIENCE CONT.

Pro Elopement Photographer Kira McGrigg Photo LLC (Jan '18 - Dec '23)

- Planning and guiding incredible outdoor wedding experiences that connect couples deeper to the planet while following Leave No Trace Principles
- Maintaining a professional online website/presence to display content and magnetize my target market
- Using Google Ads and Analytics to effectively reach my target market
- Writing effective copy that follows best SEO practices
- Working with clients through email, phone calls, and video
- Executing digital photography workflow: capturing high quality photos, downloading, culling, editing with Adobe Photoshop & Lightroom, printing, uploading for client use

Receiving & Returns Manager Boswell Book Co (August '19 - May '21)

- Processed all incoming product through POS/ERP Software
- Maintained inventory, contacted distributors, and prepared Return Shipments for UPS
- Processed and shipped customer orders
- Proofread marketing materials for distribution
- Wrote reviews of newly published/upcoming books for use by Boswell and publishers
- Worked with customers, publishers, and warehouses primarily through online and phone interactions between March 2020 and May 2021

Media & Event Coordinator Driftless Market (June '18 - May '19)

- Created marketing material to increase sales
- Managed social pages - scheduled posts, designed content, responded to messages, ran giveaways, generated traffic
- Designed newsletters & maintained a newsletter list
- Wrote copy for radio advertising
- Photographed & edited product for ads
- Managed donations to the local student pantry
- Wrote internal publications to keep all staff informed
- Created & managed events (Story Slams, Composting courses, Recycling seminars, etc)

Media Specialist Intern Nestled Pines Woodworking (Summer '17)

- Redesigned Nestled Pines' blog and About Us page using HTML and CSS
- Created content for Search Engine Optimization
- Wrote copy for individual product pages
- Photographed employees & products for use on Nestled Pines' website and catalogs

REFERENCES

Brett Hilbrandt

Manager
brett.hilbrandt@bdel.com
801-278-5533

Maggie Kutz

Supervisor
maggie.kutz@bdel.com
801-278-5533

Jayne Dunnum

Driftless Business Owner
jdrt57@gmail.com
608-642-1053