

Jedediah James Magnusson

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VP of Marketing

EXPERIENCE

Vice President of Marketing | Remote | while on earth™

2024–Present

- Designed the brand from scratch as a founding team member by building a positioning for a footwear brand in the wellness market that's differentiated and compelling, driving 7-figure revenue within first 6 months and a pre-launch social following of over 50K wellness enthusiasts.
- Built a well-oiled marketing engine, tech stack, and playbook that enables lean team of 5 to punch above its weight and launch polished campaigns that drive double digit month-over-month growth.

Vice President of Marketing and Partner | Remote | World On Fire

2023–Present

- Founding team member that built a boutique brand marketing agency serving a portfolio of high-growth wellness brands including CrossFit, Ice Barrel, Roka, Kane Footwear, GOWOD, and HWPO Training.
- Owned client deliverables from concept to final presentation, from high-level brand strategy and big idea product launches to the nitty-gritty executional details of creative production, booking 7 figures of business in its first year.

Director of Brand Marketing | Boston, MA | NOBULL

2022–2024

- Led brand and integrated marketing across the company at a \$300M run rate, stewarding the brand cross-functionally across the Retention, Lifecycle, Sports Marketing, Partnerships, Paid, Content, and Social Media teams and reporting to the CMO.
- Quarterbacked marketing initiatives for the brand's largest partnerships with the NFL, PGA, CrossFit and Life Time Fitness.
- Grew NOBULL's social media to over 1 million followers and the brand to a \$500 million valuation.

Senior Brand Manager | Boston, MA | NOBULL

2020–2022

- Led brand through NOBULL's largest growth phase from \$100M to \$250M annually while collaborating and onboarding over 100 new employees to the team.
- Managed a \$20M paid media budget and oversaw planning and delivery of all paid media campaigns globally, earning membership to Meta's Facebook Disruptors Group as one of the most successful D2C accounts while maintaining profitability on first purchase.
- Drove cross-functional collaborations to execute the brand's first title sponsorship of the CrossFit Games and built a first-of-its-kind 20,000 sqft onsite popup store that sold limited editions and cemented NOBULL as a top brand in the space.

Marketing Manager | Boston, MA | NOBULL

2019–2020

- Owned brand strategy and omnichannel execution across product launches, social activations, lifecycle marketing, events, loyalty & rewards, and partnerships to connect with new audiences and evangelize the core base.
- Architected a transformational product launch by conceiving and launching the Fitness Film Festival in Brooklyn, NY to breakout success that catapulted NOBULL into the cultural conversation and resulted in over 100% YoY that quarter.

Employee #2 (no title) | Boston, MA | NOBULL

2015–2019

- Built NOBULL's first formal marketing team, crafted brand vision, voice, and narrative while executing every D2C product launch, social media campaign, and grassroots activation
- Wore all hats: Packed first 1000 orders, operated the warehouse, had UPS on speed dial. Modeled shoes, photographed shoes, ran the website, took every customer support call.
- Grew brand's core customer base from 0 to 1, fueling hockey-stick growth

EDUCATION

Endicott College | Beverly, MA

2011–2015

BA, Marketing Communications

ADDITIONAL INFO

Skills: Brand Strategy, Campaign Creation, Marketing Operations, Product Launches, Digital Marketing, Writing, Creative Direction, Leadership.

Software: Shopify, Klaviyo, Meta, Google Ads Manager, Rebuy, Okendo, Gorgias, Linktree, Loop, Wonderment, Orderly.

Awards: The Gathering, Facebook's Disruptors Program, Google Hypergrowth Program.

Interests & Hobbies: Trail running, Ultramarathons, Cold plunge connoisseur, Professional wood chopper, Wannabe chef.