



JOHN FRIEDRICH

Personal Summary

Tireless marketing professional with 8+ years of specialized experience in digital marketing, as well as digital marketing strategy. Talented in creating custom digital brands, while also developing the strategies to grow them some hundredfold. A "Director Of Digital" title has and continues to express my talents best.

Contact Details

✉ JohnJackFriedrich@gmail.com

☎ 309-712-9888

Skills & Competencies

Digital Marketing	Digital Infrastructure
Content Creation	Platform Management
Digital Development	E-commerce Strategy
Brand Consulting	Content Strategy
Marketing Analytics	Social Media Marketing

Digital References



Professional Experience

○ Dec, 2022 - Present

Louisville Slugger Sports Complex | Peoria, IL

Digital Marketing & Communications Director

Marketing: (*responsibilities from previous position overlap*)

- Leveraged BPM techniques, introducing tools that increased department efficiency
- Developed e-commerce strategy and data funnel, leading to +200% sales growth
- Introduced AI driven copy and automation (ChatGPT) for 4+ social media platforms
- Directed the creation of x1 user experience driven mobile app (12 month buildout)
- Consulted 3-tiered POS integration (Square) for company-wide data consolidation
- Oversaw multi-stream digital platform campaigns for facility lead generation

Communications:

- Established instant messaging platform (Slack) for optimized team collaboration
- Advanced 2-3 workflow tools (Jotform, Figma, Loom) saving project hours 10%/week
- Enhanced e-commerce driven email marketing, tailored by AI creative copy
- Served as public relations point-of-contact for company press and inquires

○ Dec, 2017 - Dec, 2022

Louisville Slugger Sports Complex | Peoria, IL

Digital Marketing & Design Manager

Marketing:

- Oversaw all social media, email marketing, and digital experience development
- Communicated, managed, and grew 10+ email lists in upwards of 20,000 contacts
- Strategy, scheduling, curation, and content management of all social channels
 - Better established 4+ facility social media channels. @sluggerpeoria
 - Increased following: Facebook +200%, X (Twitter) +400%, Instagram +1000%
 - Tracked, pulled, and analyzed digital metrics 12x/year for ROI
 - Monitored 4+ internal/external platforms for traffic via social listening tools
- Developed and implemented 25+ cross-platform media campaigns
- Implemented website content strategy, SEO parameters, and serviced CMS
- Outlined digital marketing strategy and optimized via CRM, EMS, and POS toolkits
- Lead, managed, and organized a design team (1-2) and assigned interns (3-4)

Design:

- Planned, created, and placed all media for distribution
- Developed 1000+ designs for online and physical content placement
- Leveraged 2-3 graphic design platforms (Canva/Adobe) for all media
- Supervised, assisted with, and ordered agency-level marketing media
- Ordered, directed, and oversaw 2 agency-based website redesigns

○ August, 2017 - Dec, 2017

Advanced Media Partners | Peoria, IL

Account Manager

Education

Aug, 2015 - May, 2017

ILLINOIS STATE UNIVERSITY

- Bachelor of Science (BS) - Marketing
 - *Public Relations Director, American Marketing Association*
 - *Founder, Collegiate Entrepreneurs Organization*
 - *Various pro bono business marketing ventures*

Aug, 2013 - May, 2015

ILLINOIS CENTRAL COLLEGE

- Associates of Applied Sciences (AAS)