

## Joey Ukrop

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### EDUCATION

#### University of Missouri

Bachelor of Journalism

- Magazine Writing Emphasis, Creative Writing Minor, Certificate in Multicultural Studies

Columbia, MO

August 2011 - May 2015

### PROFESSIONAL EXPERIENCE

#### FOX Factory, Inc.: a high-performance off-road suspension manufacturer

Scotts Valley, CA

*Marketing Specialist - Content Development Producer*

June 2023 - Present

- Manages 40+ internal and external photography and videography projects for six FOX Factory brands across North America
- Sources contractors, defines scope of work and ensures assets are completed within allotted time frames and budgets
- Proofs content to make sure it follows the FOX Aftermarket Accessory Group guidelines for brand style and voice

*Marketing Associate - Content*

January 2023 - June 2023

- Researches, writes and edits copy for six FOX Factory brands; this includes B2B and B2C email campaigns, social posts, blog content, new product releases, digital ads, print ads, show signage, commercials, and voiceover scripts
- Leads a team of contributors to produce "Inside Line," FOX's monthly B2B newsletter, which focuses on time-sensitive editorial and marketing content from within the industry. Increased open rate by 159% in a six-month span
- Compiled a company-wide style-guide that covers best practices for copy, formatting and social media

*Content Creation Specialist - Ridetech*

June 2021 - January 2023

- Executed B2B and B2C email marketing campaigns for an audience of 50,000 subscribers that resulted in a 10% increase in web sales for the Ridetech brand
- Wrote and edited all editorial and sales copy for Ridetech's customer-facing communication channels, which included brand storytelling, event coverage and features from 15 states
- Shot, edited and produced customer profiles and product installation videos for the RidetechTV YouTube channel, Facebook page and Instagram. RidetechTV saw a 260% increase in engagement and 122% net audience growth during this period

#### The Rodder's Journal: a coffee-table style magazine dedicated to vintage collector cars

South San Francisco, CA

*Marketing Manager*

April 2019 - May 2021

- Led cross-platform marketing campaigns that resulted in \$1.5M annual sales. These included targeted Instagram and Facebook ads, B2B/B2C communications and direct mail campaigns
- Built the magazine's Instagram presence from the ground up. Developed and implemented a posting schedule that increased following by 3,900% (from 2,000 to 80,000+)
- Photographed and wrote descriptions for 500+ products for the magazine's e-commerce site

*Features Editor / Social Media Coordinator*

May 2015 - April 2019

- Pitched and wrote 50+ 3,000-5,000-word features for print and digital editions of the magazine. These articles spotlighted automotive builders, designers, artists and enthusiasts from around the world
- Fostered relationships with six in-house departments and 20+ outside contributors on all aspects of magazine production, including art direction, photography, copy and color proofing
- Engaged with 500,000 followers on the magazine's vertical social channels, hosting Facebook and Instagram Live interviews

### APPRENTICESHIP

#### di Falco Fabrications: an automotive restoration shop that specializes in 1920s-1940s vehicles

Petaluma, CA

*Restoration Specialist*

June 2021 - April 2023

- Successfully completed an 800-hour program focusing on restoration techniques for pre-1948 American vehicles. Segments included chassis fabrication, drivetrain dynamics, automotive history and shop management

#### Internships

- *Richmond Times-Dispatch* (2014)
- *Columbia Missourian* (2013)

#### Interests

- Print and digital storytelling (about everything)
- Welding: coursework at City College of San Francisco
- Graphic Design: from custom T-shirts to SF 'zines
- Photography: expired 35mm and Polaroid aficionado

#### Skills

- Creative: Adobe Photoshop, InDesign, Premiere, Wordpress
- Marketing: MailChimp, Klaviyo, Constant Contact

#### Awards

- Invited builder, The One Motorcycle Show, Portland, Oregon, 2018 and 2019
- Society of Professional Journalists "Best Student Magazine" and "Best Nonfiction Magazine Article," 2015