Aaron Gross

Creative Marketer

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SKILLS

Software & Technology

Klaviyo
Shopify
Google Analytics 4
Google Ads
Meta Ads Manager
Figma
HTML / CSS
Adobe Creative Cloud
  Photoshop
  Illustrator
  InDesign
  Lightroom
  Premiere Pro
ClickUp
Slack
Microsoft Office Suite

Expertise

Integrated Marketing Strategy
Lifecycle Marketing & CRM
Email Marketing & Automation
Brand Strategy & Development
Ecommerce Marketing
Content Strategy
Social Media Marketing
Product Marketing
SEO / GEO
Marketing Analytics
Creative Direction
Copywriting
UI/UX Design
Video Production & Editing
Photography

Leadership & Operations

Cross-Functional Collaboration
Project Management
Marketing Campaign Management
Vendor & Production Partner Management
Team & Contractor Management
Stakeholder Communication
Strategic Planning
Process Improvement

EDUCATION

Columbia College Chicago
BFA in Graphic Design

Dec 2013

EXPERIENCE

Scooterworks LLC Remote | 2013-Present
a parent company of Genuine Scooters and Scooterworks USA

Marketing Director 2026-Present
Creative Director 2017-2025
Graphic Designer 2013-2016

Lead marketing strategy and execution across multiple brands including Genuine Scooters, Scooterworks USA, and Scooterworks Chicago. Responsible for developing integrated marketing programs spanning lifecycle marketing, ecommerce growth, digital campaigns, creative direction, content strategy, social media, product marketing, and dealer communications.

Key Contributions:

• Developed and executed integrated marketing strategies supporting customer acquisition, retention, ecommerce growth, and brand awareness across B2C, dealer, and retail channels.
• Managed lifecycle marketing programs across three brands, building automated customer journeys, segmentation strategies, promotional campaigns, and retention initiatives for 55,000+ subscribers.
• Created and optimized email marketing campaigns generating $314K+ in Klaviyo-attributed revenue while maintaining strong engagement through data-driven segmentation and performance optimization.
• Increased Scooterworks USA website traffic 70.5% year-over-year through SEO, content marketing, ecommerce optimization, and digital growth initiatives.
• Led integrated product launches spanning strategy, creative development, packaging, dealer marketing, digital campaigns, email, photography, video, and social media initiatives.
• Directed brand and creative strategy across ecommerce experiences, advertising, packaging, retail marketing, and digital content while maintaining consistent brand positioning and messaging.
• Managed digital marketing initiatives supporting 15,000+ ecommerce SKUs, 30+ scooter models, and multiple dealer networks through website management, content strategy, social media, and promotional campaigns.

Forever Yogurt Chicago, IL | 2012-2013

Graphic Designer

Collaborated as part of an in-house creative team supporting a frozen yogurt brand with locations throughout the Chicagoland area. Designed apparel, print collateral, wall graphics, and an in-store icon system, helping create a consistent and engaging brand experience across all retail locations.