

Tucker J. Gerrick

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Consistency and community building in my career is crucial. I am driven and inspired by meaningful, substantial work. What I do, I wear on my sleeve. I am at my best within constraints and enjoy the challenge of non-typical paths to conclusions. I have a decade+ of experience within a broad range of creative disciplines and business practices. Authentic access to, and perspective on, youth-based subcultures is my forte. I've been helping companies leverage "cool" for over 15 years. Let's get to work.

Experience

Marketing Strategy / Product Marketing / Audience Profiling / Event Planning, Production & Execution / Production Planning & Management / Social Media / Copywriting / Fixture Design / Retail Environment Design & Merchandising / Brand Development / Buying / Presenting / Fine Art & Commercial Photography / Art Curation & Gallery Management

Professional

Freelance Strategist MPLS, MN 2013 –Current

Offering national and local brands go-to-market strategy, brand strategy and cultural & audience insights.

Brand Community Director BUTCHER & THE BOAR MPLS, MN 8/12-3/14

-Create consistent, entertaining and informative dialog with community both digitally and physically. Navigate public relations and position brand voice in the digital space.

Marketing Director OLLIE, INC Palo Alto, CA 4/12-3/13

-Developing content, strategy, brand positioning & copy for a revolutionary new Internet space dedicated exclusively to teens.

Sr. Marketing Manager ETNIES FOOTWEAR Lake Forest, CA 03/11-04/12

-Coordinate contracts and collaborations with strategic partners. Advertising planning, team activation through travel and event coordination, web content & media asset organization, product direction with R&D team, music & culture activations, track and maintain a balanced annual budget. Assist in art direction by category & sport, brand campaigns and sales meetings site creations.

Co-Founder / General Manager FAMILIA SKATESHOP Minneapolis, MN 01/06-02/11

-Designed store interiors including custom fixtures. Events Coordinator. Manage and maintain all web content. Directed artist for brand consistency. Production manager for all private label merchandise. Store merchandiser. Buyer.

Custom S.M.U. Designs / Catalog, Packaging, Ad Photography 2002-2013

-Designed product specs, artwork, packaging for Adio, DVS, WeSC & Jansport
-Produced photographic material for Iota Skateboards, DVS, Planet Earth, Celsius Boots, Volcom, Details Magazine, Etnies Footwear

Education

University of Minnesota 2001 -Photography, Anthropology