
5865 SHEPPARD DR, CUMMING, US, 30040 •
CALVINTGREEN@GMAIL.COM • 7708510603

CALVIN GREEN

Global Product Storyteller

PROFESSIONAL SUMMARY

Global Product Storyteller with over 11 years of expertise in crafting compelling brand narratives and executing integrated marketing campaigns. Skilled in cross-functional collaboration and trend analysis, enhancing brand presence and consumer engagement through innovative storytelling strategies. Passionate about fostering impactful brand partnerships and aligning them with market trends to achieve strategic objectives.

EMPLOYMENT HISTORY

LIFESTYLE MARKETING COLLABORATION CONSULTANT **Oct 2022 - Jan 2025**
Mifland *Atlanta, GA*

- ◆ Forged strategic partnerships with major brands Atlanta Falcons, Puma, Red Bull, Danner Boots, and Sperry to enhance market presence and engagement.
- ◆ Utilized data insights to refine marketing strategies, achieving measurable improvements.
- ◆ Lead lifestyle marketing initiatives, boosting brand visibility and fostering collaboration.

MARKETING MANAGER, GLOBAL PRODUCT STORYTELLING – CLUB C 85 & FASHION COLLABORATIONS **Jan 2021 - Oct 2022**
REEBOK *Boston, MA*

- ◆ Led global storytelling for Club C 85, enhancing brand narratives across digital platforms.
- ◆ Crafted product stories aligning brand heritage with current trends and consumer insights.
- ◆ Spearheaded innovative product narratives for luxury fashion collaborations including Maison Margiela and Victoria Beckham, elevating Club C 85 brand presence through strategic storytelling and market positioning.

ASSOCIATE MARKETING MANAGER, GLOBAL INFLUENCER PARTNERSHIPS **Sep 2018 - Jan 2021**
REEBOK *Boston, MA*

- ◆ Managed global brand partnerships, enhancing collaborations with key top tier influencers Future, Logic, Khalid, J.I.D.
- ◆ Coordinated cross-functional teams to align partnerships with brand goals, boosting retail sales.
- ◆ Drove measurable results in brand visibility and market presence through strategic partnerships.

ASSOCIATE MARKETING MANAGER, US CONSUMER TO CONCEPT **Dec 2017 - Sep 2018**
REEBOK *Boston, MA*

- ◆ Developed market strategies for 50+ key Trend accounts including PacSun, Urban Outfitters, Shoe Palace, enhancing product visibility and sales.
- ◆ Facilitated pre-line meetings, optimizing wholesale partner engagement and future buys.
- ◆ Implemented frameworks aligning with strategic priorities, boosting wholesale success.

ASSOCIATE MARKETING MANAGER, MARKETING REPRESENTATIVE **Mar 2016 - Dec 2017**
REEBOK *Atlanta, GA*

- ◆ Boosted Reebok's visibility in Atlanta, leading initiatives for 70+ accounts, increasing sales by 17%.
- ◆ Analyzed consumer trends, identifying market entry barriers for Reebok, enhancing strategic planning.
- ◆ Compiled detailed wholesale reports, highlighting key performance indicators and actionable feedback.

EDUCATION

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION - MARKETING **Aug 2007 - May 2011**
Georgia State University *Atlanta*

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION - FINANCE **Aug 2006 - May 2007**
Clark Atlanta University *Atlanta, GA*

SKILLS

Marketing, Product Marketing, Campaign Management, Content Creation, Brand Partnerships, Project Management, Trend Analysis, Microsoft Office, Adobe Creative Cloud, Creative Direction, Brand Development.

LINKS

LinkedIn: www.linkedin.com.