

CORRINE YOHANN

W2880 Pleasant Valley Road West Salem, WI 54669
clyohann@gmail.com · 608-633-0774

Brand innovator and passionate outdoor enthusiast with nearly 20 years of experience serving the world's leading outdoor brands that is highly driven, reputable, and deeply rooted with a proven track record of enhancing brand position and audience experience, awareness, and overall revenue.

Experienced in leading teams and all areas of marketing with excellence in strategic partnerships, out-of-box thinking, cohesive and integrated deployment of messaging strategies, overall content creation and production.

EXPERIENCE

SEPTEMBER 2018 – CURRENT

OWNER/ PRESIDENT, CYB, LLC.

Consultation for a variety of companies specializing in overall business, sales & marketing strategies with added focus on integrated marketing, production, brand messaging, media buying and influencer / partnership management.

- The Boy's & Girl's Club Of Greater La Crosse
- The Outdoor Group – Elite Archery, Scott Archery, CBE, SlickTrick Broadheads & Winner's Choice Bowstrings
- DSG Outerwear, LLC.
- 24/7 Quality Cleaning, LLC.
- Other Organizations with active non-disclosure agreements (through 2025)

AUGUST 2025 – CURRENT

GRADUATE COLLEGE ADJUNCT PROFESSOR, VITERBO UNIVERSITY

Guide and support career development for MBA students specializing in marketing and management courses.

- Convey engaging lectures, foster classroom discussion and facilitate other teaching activities in Viterbo's MBA program
- Develop and deliver course materials, including syllabi, lectures, assignments, and assessments
- Manage classroom discussions, facilitate student learning, and provide feedback on student work
- Create interdepartmental opportunities for student and staff collaboration within the university's marketing and communication department for real-life experience and the betterment of both the university and student

OCTOBER 2023 – 2025

DIRECTOR OF MARKETING, CONGRESSIONAL SPORTSMEN'S FOUNDATION

Change agent tasked and responsible for enhancing the organization's outward perception and evolving the target market to include a broader audience while substantially growing brand awareness to meet developmental and fundraising goals.

- Refined the non-profit's messaging strategy, highlighting the organization's overall brand while creating digital examples of Congressional Sportsmen's Foundation's influence and work inside the policy arena
 - Graphic design and development of various brand identity documents, grant requests and other marketing collateral which generated new partnerships and increased revenue
 - Digital content creation to support active policy work
- Selected to lead and oversee management of a large-scale, national gun collection donation, identifying marketing timeline, auction and various strategic partnerships
- Campaign development and execution of The Truth About Conservation; a historic auction aimed at increasing awareness to CSF and conservation efforts nationwide
- Millions of earned media impression
- Historic brand awareness
- Creative, distribution, website and campaign development of Congressional Sportsmen's Foundation's inaugural Protecting Outdoor Pursuits Conservation Raffle; a new and diversified revenue stream for the organization launched in the fall of 2024
- Established metric specific KPI's to gauge brand awareness growth and created better visibility and accountability to the organization's outreach success; increasing the Board of Director's confidence and support
- Integrated marketing throughout on and offline advertising opportunities resulting in
 - Increased website traffic by 36% (2024 vs. 2023)
 - Grew social media following by
 - 212% LinkedIn
 - 25% on Instagram
- Enhanced pre, present and post event promotion and exposure to decrease the CPM of advertising initiatives and increase awareness to the organization's work

AUGUST 2020 –2023

VICE PRESIDENT OF MARKETING, THE OUTDOOR GROUP

Managed the creative process to enhance and refine messaging; rebranding several companies within The Outdoor Group's portfolio which led to nearly 40% growth in overall sales over only 2.5 years.

- Identified opportunities to increase visibility, brand recognition and engagement through integrated marketing initiatives to meet strategic goals
- Led team of 6-7 direct reports (including 1-2 interns) and managed numerous freelance partners
- Leveraged multimedia distribution and substantially grew several marketing metrics
 - Increased website traffic and overall brand awareness (direct traffic)
 - EliteArchery.Com overall traffic grew 63.7% while time on site increased from 1:27 in 21' compared to 3:01 (2022 vs. 2021)
- CustomBowEquipment.Com direct traffic increased 53.6% while new users increased nearly 65% to EliteArchery.Com (2022 vs. 2021)
- Enhanced user experiences while decreasing internal customer service support through added self-help tools
 - CBE video viewership grew 43.44% from 37,705 in 2021 to 61,926 views in 2022
 - Drove referral traffic from offline marketing sources (i.e. packaging, point of purchase tools and other marketing materials) while increasing overall brand awareness

- Added strategic partnerships - First Lite, KUIU, Whitetails Unlimited along with others for added marketing reach and enhance perception of brand(s)
- Drove offline traffic to Authorized Elite Archery, Scott Archery, CBE & SlickTrick Retailers by encouraging demo (where applicable), partner promotion and support.
- Activated grassroots promotion through Brand Ambassador & Dealer Advisory Staff which increased sales and local marketing footprint
- Successfully communicated with B2B and B2C segment which led to an enhanced user experience and overall brand appetite
- Developed multiple new brands and created comprehensive positioning strategy, guidelines and creative assets to support introduction

DECEMBER 2019 – 2020

MARKETING DIRECTOR, BONNIER CORP.

Planned and executed marketing campaigns for several enthusiast focused events including (6) Deer & Turkey Expos, (3) 4 Wheel Jamborees & The Off-Road Expo Series.

- Responsible for national and regional marketing which included traditional and digital advertising initiatives, creative development and production prior, during and post-events
- Created new revenue streams with ancillary events which were forecasted to substantially impact event revenue through additional ticket sales and sponsorship while creating additional marketing exposure and distribution prior to COVID cancelations
 - Live Coverage of Events- Combined real-time live coverage and united it with semi-live, preproduced content for integrated marketing opportunities while keeping live coverage content captivating
 - ‘Conservation & Comedy with Manitowoc Minute’s Charlie Berens’ - Wisconsin Deer & Turkey Expo
 - ‘Meet, Greet, Let’s Run with Cam Hanes’ - Ohio Deer & Turkey Expo
 - VIP Add-On Opportunities - 4 Wheel Jamboree Series

JUNE 2007 – 2018

BRAND & SALES MANAGER, MEDIA BUYER & RELATIONS MANAGER, ONLINE CONTENT MANAGER & MARKETING COMMUNICATIONS SPECIALIST, MATHEWS ARCHERY

Worked in all facets of marketing, management, communications and partner management for the largest bow manufacturer in the world.

- Effectively managed and strategically used budgets to meet organizational goals
- Purchased and negotiated all forms of advertising
- Led event logistic and sponsorship
- Managed content creation for numerous websites and facilitated email campaigns
- Set and communicated partner expectations
- Initiated and maintained Mathews Archery social media presence
- Rebranded Genesis Archery – Official Bow of NASP (National Archery in Schools Program) to enhance brand recognition and overall brand position while working with strategic sales channels to increase sales

JUNE 1991 – 2007

SALES ASSOCIATE, ‘CRITTER COUNTER’ & YOUTH ARCHERY LEAGUE COORDINATOR, DUTCH’S TRADING POST

Customer Service & Sales Associate emphasizing strongly on relationship marketing

- Developed marketing plans and coordinated advertising efforts
- Purchased and forecasted product sales for archery department
- Developed, organized and instructed Youth Archery Leagues
- Balanced daily financial reports, performed service on archery products
- At age seven started counting worms, leeches, hellgrammites and various other fishing baits

EDUCATION

MASTERS IN BUSINESS ADMINISTRATION (2008-2011), VITERBO UNIVERSITY

- Integrated Research Project: On & Offline Audience Behaviors of MathewsInc.Com Visitors
- Cumulative GPA Of 3.875

BACHELOR OF BUSINESS ADMINISTRATION (2003-2007), TEXAS A&M UNIVERSITY

- Neiman Marcus Marketing Communication Winner (2007)
- Texas A&M Varsity Archery Team & Top Recruit
- 3 Time National Archery Champion
- All-American Academic Honors (2003-2007)
- Cumulative GPA of 3.5

SKILLS

Creative Direction
Servant Leadership
Strategic Planning
Innovative Thinker & Troubleshooter
Branding Expertise & Management
Creative Media Buyer & Negotiator
Digital & Social Advertising
Public Relations

Business Development
Production & Content Creation
Entrepreneurial Spirit & High Work Ethic
Excellent Written & Verbal Communications
Advertising & Sales
Marketing Campaign Planning
Event Planning
Website & Graphic Design

ACTIVITIES

Viterbo University MBA Volunteer Coordinator (2011-2014)
Volunteer at Place of Grace (Warming House & Food Shelter)