

JOE MAGDA

VP MARKETING | HEAD OF MARKETING | FRACTIONAL
CMO

678.325.8977
joemagda@reddirtmedia.com
www.reddirtmedia.com

Brand Strategy · Go-to-Market · Integrated Marketing · Creative Leadership · Business Development

EXECUTIVE PROFILE

Senior marketing, brand and communications executive with experience spanning global corporate marketing, strategic consulting, agency leadership and entrepreneurial brand building. Proven ability to translate business objectives into differentiated brands, go-to-market programs and integrated customer experiences across B2B and B2C markets. Combines executive-level strategy with hands-on creative leadership and firsthand operating experience connecting brand, sales, distribution and revenue.

CORE LEADERSHIP

Marketing Strategy & Planning · Brand Strategy & Positioning · Go-to-Market Strategy · Integrated Marketing · Product & Brand Launches · Sales Enablement · Digital & Web Strategy · Creative Leadership · Budget Management · Agency/Vendor Leadership · Cross-Functional Leadership · Strategic Partnerships

SELECTED EXECUTIVE IMPACT

- **Led a \$1 million global corporate rebranding initiative** for Imerys spanning advertising, collateral, signage, brand standards and implementation across business groups.
- **Negotiated a 30% reduction in print advertising costs** while improving the productivity of the communications budget.
- **Developed a customer-testimonial advertising program** that increased readership recall and brand awareness by 18%.
- **Co-founded and built Battleground Spirits** from concept through commercialization, helping expand retail distribution to 300+ store locations.

PROFESSIONAL EXPERIENCE

RED DIRT MEDIA | Georgia

2006–Present

Founder & Principal — Fractional Marketing & Brand Leadership

Founded and lead an integrated marketing and creative consultancy combining business strategy, brand development and execution for organizations across industrial, engineering, infrastructure, beverage and professional-services markets.

- Develop marketing and brand strategies aligned with client business objectives, competitive position, customer needs and available resources.
- Lead brand development and repositioning across identity, messaging, advertising, digital presence, trade shows, presentations, video and sales-support communications.
- Provide senior-level creative and marketing direction from strategy through execution, maintaining consistency across customer touchpoints and channels.
- Portfolio includes work for organizations such as Imerys, Nidec/SECOP, SUEZ/Utility Service Group, American Tank Maintenance, Tailwinds Distilling and MyGrain Brewing.

2020–Present

BATTLEGROUND SPIRITS

Co-Founder / Partner — Brand & Business Development

- Built the brand from concept through commercialization, helping define positioning, identity, packaging, product presentation, marketing strategy and customer experience.
- Developed the go-to-market foundation supporting distribution growth and expansion to 300+ retail store locations.
- Built an integrated marketing ecosystem spanning packaging, web, digital content, merchandising, retail support, events, public relations and partnerships.
- Helped establish a purpose-driven brand model supporting qualified nonprofit organizations serving military veterans and first responders.

PROFESSIONAL EXPERIENCE — CONTINUED

IMERYS

2002–2006

Global Communications Manager, Pigments for Paper & Performance Minerals

- Developed annual global communications strategy, plans and budgets supporting corporate and commercial objectives.
- Directed divisional advertising strategy and partnered with sales teams on product launches, direct marketing, branding campaigns and email promotions.
- Negotiated a 30% reduction in advertising costs with industry publications and directed development of a global corporate image library and divisional digital presence.

Communications Manager, Pigments for Paper North America | 1996–2002

- Created a customer-testimonial advertising program that increased readership recall and brand awareness by 18%.
- Developed the strategic marketing plan for a new corporate name and identity and led a global team in a \$1 million rebranding program across advertising, collateral, signage and brand standards.
- Created and implemented Imerys' first intranet and internet sites while supporting newsletters, executive presentations, trade shows and sales enablement.

1993–1996

LOCKHEED MARTIN

Multi-Media Manager, Aeronautical Division

- Collaborated with F-22 test pilots, program management and senior leadership on an interactive presentation used by the F-22 program Vice President in support of program funding before the U.S. Congress.
- Designed and produced interactive corporate marketing, executive communication and training presentations across emerging digital, web, video and multimedia platforms.

EDUCATION & ADDITIONAL

Bachelor of Arts, Visual Communications | Eastern Illinois University, Charleston, Illinois

Languages: German — Bilingual **Selected Recognition:** Multiple Pulp & Paper Harvey Communication Measurement Awards and industry advertising/communications recognition.