

# Allison Lynch

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**Dynamic marketing leader with a proven track record leading global marketing campaigns, activations, and product launches. Skilled communicator with expertise in copywriting and editorial planning. With 12+ years of experience in content marketing in the sports, health, and wellness industries, I excel in digital storytelling to maximize brand visibility and emotional connection with consumers.**

## Skills

- Project Management
- Pro Athlete Management
- Copywriting and Editing
- Campaign Strategy and Execution
- Product Launches
- Partnership Development
- Proposal/Contract Negotiation
- Photoshoot Production
- Event Activations
- Cross-Functional Collaboration

## Work History

August 2022 -  
December 2024

### **Sr. Marketing Manager, US & Global Running** *COROS, Irvine, CA*

- Manage 20+ professional athlete contracts including Eliud Kipchoge, NN Running, Des Linden, Emma Bates
- Strategize and lead regional and global marketing campaigns
- Produce photoshoots with pro athletes
- Evaluate quarterly impressions and ROI from every athlete contract and marketing campaign
- Write marketing copy and long-form editorial content
- Lead global product launches for custom athlete watches and accessories
- Manage event contracts and activate onsite (LA Marathon, Leadville 100)

August 2016 - April  
2022

### **Sr. Marketing Communications Manager** *WHOOP, Boston, MA*

- Manage communication strategy and editorial calendar across 6 sport categories
- Manage WHOOP Instagram for 4 years building it from 7k followers to 500k (currently 1M+)
- Manage WHOOP email marketing in Salesforce and Klaviyo, writing all emails and creating drip campaigns
- Produce seasonal photoshoots and campaigns with professional athletes
- Work with brand partners including Zwift, Strava, Education First (EF), CrossFit, NOBULL, PGA to support PR, announcements, product distribution,

and marketing communications on organic WHOOP channels and paid media

- Work with paid media partners (Runner's World, Outside Magazine, Women's Health) for athlete storytelling and brand marketing
- Collaborate with product, software, data science, and enterprise teams for cross-functional marketing

April 2015 - July 2016

**Marketing Manager**

*NutriSavings, Newton, MA*

- Lead copywriter across digital content for NutriSavings online platform
- Lead B2C digital marketing campaigns
- Manage relationships with partners including Harvard Pilgrim Healthcare, BCBS, and leading national grocery store chains
- Work directly with Product and Engineering teams to improve UX and write technical guides

August 2014 - April 2016

**Marketing Specialist**

*WriterAccess, Boston, MA*

- Match clients with freelance talent across multiple industries to suit their needs
- Work with clients & project manage copywriting projects including websites, newsletters, white papers, advertising campaigns, social media, and email campaigns
- Solve editorial disputes with clients and writers to determine fair solutions and compensation

September 2012 - January 2014

**Sales Associate**

*JackRabbit (Running Specialty Group), Newton, MA*

I worked in run specialty right out of college and got extremely familiar with every running brand and all the available shoe technology. It allowed me to develop a passion for evaluating trends in running, working running events, and networking with people in the industry.

## Education

May 2012

**Bachelor of Arts in English Literature**

Gordon College at Wenham, MA