

Robby Yeager

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Brand, Creative & Marketing Strategist

Building ideas that connect brands to culture, community, and growth

PROFESSIONAL SUMMARY

Brand, creative, and marketing strategist with 8+ years of experience building culturally relevant campaigns and driving measurable growth across mobility, sustainability, entertainment, and consumer products. Known for translating insight into ideas that connect emotionally and perform at scale, including delivering AAA's largest membership growth year with 1.8M new members. Blends storytelling, partnerships, and product thinking to position brands as active participants in culture, not just advertisers.

PROFESSIONAL EXPERIENCE

AAA Northern California, Nevada & Utah

Product Marketing Lead, Membership Retention Marketing & Operations | Feb 2025 – Present

- Lead lifecycle strategy across onboarding, engagement, and renewal for a 6.7M-member base
- Own first-year retention performance, implementing onboarding systems driving +10–30% lift in renewal
- Reimagined Day 1 onboarding with personalized, state-level storytelling to deepen brand connection
- Elevated member satisfaction to 83%+ through CX redesign and targeted engagement initiatives

Product Marketing Lead, Partnerships, Innovation & Electric Vehicle Strategy | Aug 2022 – Nov 2025

- Delivered 1.8M new members in a single year, the largest growth in AAA history
- Drove +14% revenue growth and improved contribution margin through performance-led campaigns
- Achieved highest retention rate (88%+) across all AAA clubs for two consecutive years
- Led brand positioning and go-to-market strategy for AAA's electric vehicle ecosystem
- Built strategic partnerships expanding AAA's relevance within mobility and sustainability

Product Marketing Manager, AAA House Manager (A3Ventures / A3Labs) | Aug 2022 – Nov 2022

- Launched AAA's first app-based home maintenance service from concept to market
- Developed positioning expanding AAA beyond roadside assistance into everyday home utility
- Built messaging architecture focused on trust, convenience, and proactive care

Brightmark

Senior Marketing Strategist & Creative Director | July 2021 – Aug 2022

- Led brand strategy and creative direction during high-growth phase and IPO preparation
- Built brand systems across PR, digital, and partnerships ensuring consistency at scale
- Translated complex climate technology into compelling investor and consumer narratives
- Directed cross-functional creative teams and external agencies

Social Media Manager | Feb 2021 – July 2021

- Built social presence from 0 to 50K+ followers organically in under 6 months
- Achieved 10%+ engagement rate with multiple posts exceeding 100K likes
- Created a culturally resonant content engine making sustainability accessible and shareable

- Led content, production, and community strategy end-to-end

BREAKWHITELIGHT

Senior Marketing Strategist | Apr 2020 – Feb 2021

Brand Manager | Feb 2019 – Apr 2020

Marketing Manager | Mar 2018 – Feb 2019

- Developed integrated campaigns across entertainment, live events, and media
- Led strategy for the 69th & 70th Emmy Awards marketing campaigns
- Directed marketing for Union Station concert series with Live Nation & KROQ
- Contributed to Live Nation venue launches including House of Blues and The Fillmore

Wildwood Pet

Founder | Mar 2017 – Jul 2018

- Built and launched sustainable pet products company end-to-end
- Led brand, product, partnerships, and operations
- Established partnerships with global nonprofits including Mercy For Animals and Sea Shepherd

Warner Bros. Entertainment (TMZ)

Associate Producer & Key Production Assistant | Nov 2016 – Nov 2017

- Supported live broadcast production for TMZ Live and national programming
- Managed live scripts, newsroom coordination, and on-air production workflows
- Contributed to launch marketing for Objectified with Arnold Schwarzenegger
- Appeared on-air and worked cross-functionally across editorial, production, and talent

EDUCATION

University of California, Davis — B.A. History

Duke University — Graduate Certificate, Digital Marketing