

# Robby Yeager

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## SUMMARY

Strategic marketing leader with experience across product marketing, brand strategy, and partnerships. Proven ability to build high-impact campaigns, scale audiences, and launch innovative products while driving measurable business results across agency, startup, and enterprise organizations.

## PROFESSIONAL EXPERIENCE

### AAA

#### **Product Marketing Lead, Membership Retention Marketing & Operations**

*February 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**

*November 2022 – February 2026*

- 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

### **A3Ventures (AAA Innovation Lab)**

#### **Product Marketing Manager, AAA House Manager**

*August 2022 – November 2022*

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

## **Brightmark**

### **Senior Marketing Strategist & Creative Director**

*July 2021 – August 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**

*February 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 (2020–2021)**

### **Brand Manager (2019–2020)**

### **Marketing Manager (2018–2019)**

- 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**

*March 2017 – July 2018*

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

## **Warner Bros. Entertainment (TMZ)**

### **Associate Producer & Key Production Assistant**

*November 2016 – November 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
- Collaborated across editorial, production, and talent teams

## **EDUCATION**

University of California, Davis — B.A. History

Duke University — Graduate Certificate, Digital Marketing

## **SKILLS**

Product Marketing • Brand Strategy • Partnerships • Growth Marketing • Social Media • Content Strategy •  
Data Analysis