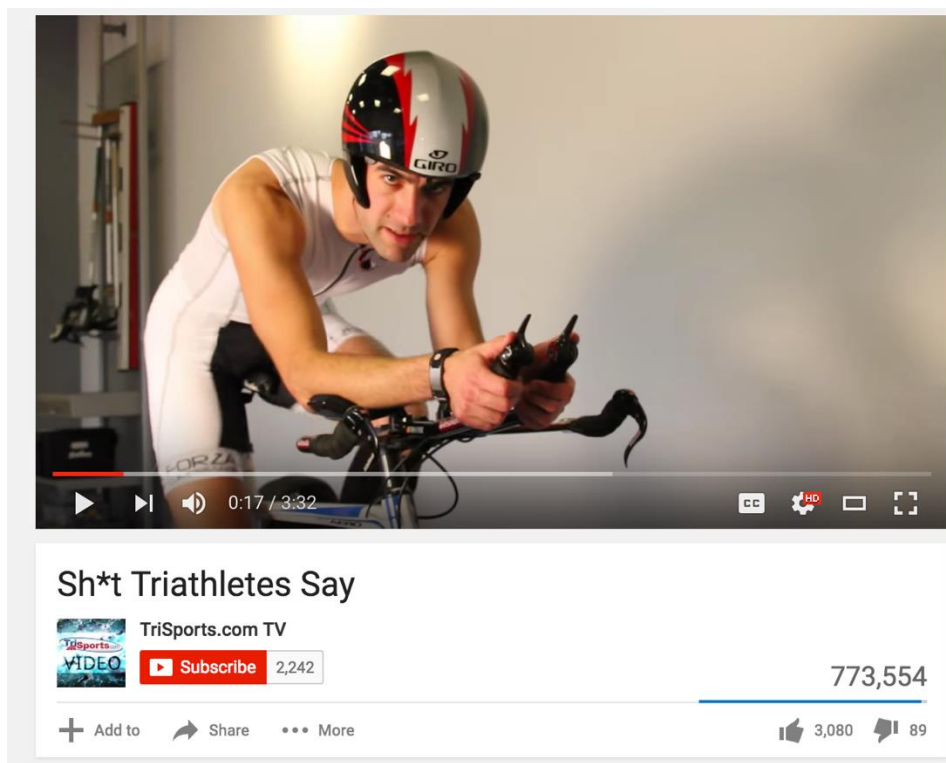


VIRAL VIDEO

Created for Trisports.com

SH*T TRIATHLETES SAY

I wrote and starred in [this viral video](#) for TriSports.com. I did all of the writing in one afternoon, we then filmed all of the shots the following day, and it was edited on the third day.



The video surpassed 30,000 views in the first day, and snowballed from there. It even inspired articles, such as [this one](#) from Active.com, helping people decode the jargon contained in the video. Four years later, it is still receiving regular views and comments, and increasing brand awareness for Trisports.com.

EMAIL CONTENT

Created for Trisports.com

WEEKLY EMAIL NEWSLETTER

I have been writing the weekly email newsletter for TriSports.com since August 2012. The newsletter goes out to a list of over 110,000 people and has an open rate that is over 15% above industry average, a click-through rate that is over twice the industry average, and an above average read rate.

Below is a selection of some of my favorite sections.



Happy Independence Day!

On July 4th, 1776, Will Smith won the battle against the aliens, freeing us from intergalactic tyranny. Ever since that day, July 4th has been known as Independence Day. Most people celebrate by cutting the sleeves off of their shirts and spending the day outside eating hot dogs and getting sunburns, but we're celebrating with an [Independence Day Sale](#). With our 15/20/25% off sale, the more you buy, the bigger your discount is, just like Will Smith would have wanted it. What are you waiting for? Get in here and exercise your right to keep and bear great triathlon gear.

If you purchase \$0-\$249 of gear, use code MERICA15 for 15% off. If you purchase \$250-\$499 of gear, use code MERICA20 for 20% off. If you purchase \$500+ of gear, use code MERICA25 for 25% off. Sale runs from RIGHT NOW until midnight PST on Sunday, July 7th.



Big Markdowns on 2012 Triathlon Gear

Last week was the run stuff, but this week we're giving the 2012 tri stuff the ol' heave-ho! This nautical theme doesn't end with the first sentence though, so if you're fishing for some great deals on any triathlon racing tops or shorts, then this is your lucky day. You can catch 2012 styles and colors for 30% off or more, so don't get stranded on shore for this sale. You'll be able to stock up on all your racing needs for 2013 before you even start training for the season, and you'll get it all at a fraction of the cost. There's no time to waste. Raise the topsails! [Full speed ahead!](#)



2014 Mizuno

Mizuno is Japanese for "lightweight lightning shoe," and if that's not actually true, I'll be incredibly disappointed. We have the new 2014 models in stock now, and with the new U4ic midsole material, they are lighter and faster than ever. Lightning fast. If you're looking for a training shoe that doesn't feel like a heavy training shoe, or something speedy for race day, just check out the new 2014 Mizuno running shoes, dozo. Domo arigato!

[Shop Now](#)

Valentine's Sale - Save 15%



My Stuff

coupon code JUSTFORME



Your stuff

coupon code JUSTFORYOU

coupon valid 2/12-2/17. Cannot be combined with other offers and not valid on some items.

Romance isn't dead

Valentine's Day was first started about 65 million years ago when a Tyrannosaurus rex gave a pterodactyl egg to his sweetheart. That's true, you can Google it. Even though the dinosaurs are long gone, we know romance isn't dead, which is why we're having a Valentine's Day sale. If you've waited until the last minute to get a great gift for that special triathlete in your life, just use the coupon code **JUSTFORYOU** to get 15% off. If they ask why you didn't have it on Valentine's Day, you can just explain that the present is in the mail. Or just print out your email confirmation and wrap that; problem solved! Don't have a special someone? Don't worry, we didn't forget about you. Use coupon code **JUSTFORME** to get 15% off and stock up for the season ahead.

SWIM	BIKE	RUN	NUTRITION	NEW ARRIVALS	CLEARANCE
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GARMIN 910xt

25% OFF

+ \$50 Rebate

huge savings • very limited time!

Track it all, save a bundle

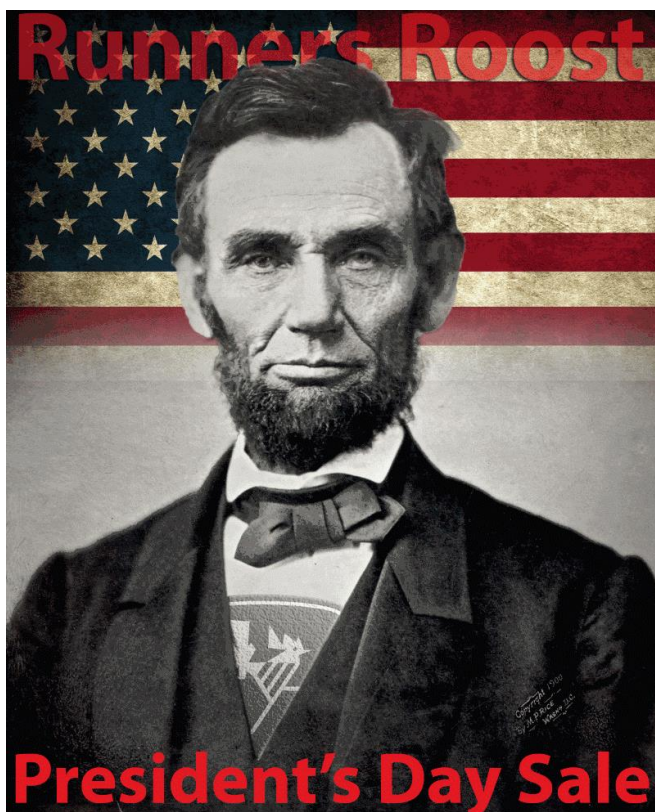
Garmin gives discounts about as often as the Chicago Cubs win the World Series, which is why you'll want to jump on this deal while you can! They're going for a double-header with this one, offering up the 910xt at 25% off from May 16th through May 26th, plus a \$50 mail-in rebate from May 16th through the end of July. Last year they offered the 25% off, but this year they're turning it up a notch with the [\\$50 rebate](#) as well. The 910xt is a grand slam for any triathlete, offering detailed metrics for the swim, the bike, and the run. If you're going to spend money for GPS, why not just get one watch that will do it all? We have it [with](#) or [without](#) a heart rate monitor, and they're both the lowest price we've ever offered with this amazing discount! So what are you waiting for? Get yours while you can.

DIGITAL ASSETS

Created for Runners Roost

WEEKLY EMAIL NEWSLETTER

For Runners Roost I manage all of their social media channels, write the weekly email newsletter, and I even resurrected their blog. TriSports.com has a Creative Director who provides me with all of the digital assets for the weekly newsletter. Unfortunately, Runners Roost is a much smaller company, so I have to come up with all of the digital assets on my own. I'm not even sure I would describe myself as proficient in Photoshop, but I've taught myself enough to get by. Below are a couple of the digital assets I have created for the Runners Roost email newsletter.



All Winter Apparel 40-70% OFF



PRODUCT REVIEWS

Created for Trisports.com

TRISPORTS UNIVERSITY

TriSports.com has a section on their website called TriSports University, which features product reviews and training tips. Although it wasn't one of my main tasks while working there, I was asked to write a few of them. Below are just a couple of the reviews I wrote during my time there.



[This review](#) is for an Ultimate Direction hydration pack, which I tested on a number of runs, including a run/hike into the Grand Canyon.

[This review](#) is for CEP Recovery Tights, a product that was new to the brand at that time.

