



ACTION SPORTS MARKETING

FREELANCE
MARKETING
SERVICES



JOSH MORRIS



+44790077874



ACTIONSPOOTSMARKETINGCO@GMAIL.COM



ACTIONSPOOTSMARKETING.CO.UK

BRANDS I'VE WORKED WITH



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SPORTS
MARKETING

FREELANCE
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PIVOT
CYCLES



MONDRAKER



KRAIMER
MOTORCYCLES



dirtlej®
no more excuses



SERVICES



**ACTION
SPORTS
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**FREELANCE
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**MARKETING
CONSULTANCY**



**SOCIAL MEDIA
MANAGEMENT**



**PAID
ADVERTISING**



**CONTENT
CREATION**



**EMAIL
MARKETING**



**GRAPHIC
DESIGN**



**EVENTS
MANAGEMENT**



**BRAND
STRATEGY**



**AMBASSADOR/ATHLETE
MANAGEMENT**



COPYWRITING



PROJECT MANAGEMENT

SOCIAL MEDIA

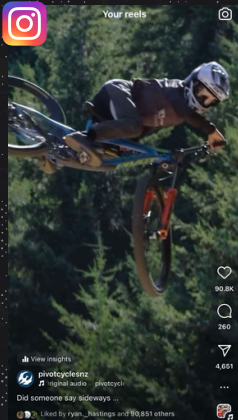


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SHORTFORM VIDEO

Here are a few examples of video content I have filmed or edited that resulted in rapid growth of the channel by reaching new audiences and matching contemporary criteria of the Instagram algorithm. They now have over **2M** views collectively. Over 18 months I managed to increase the Pivot NZ following by over **1000%**.



624,521
Accounts reached



963K+ VIEWS

Watch time 68day 20hr 54min 27sec
Average watch time 8 sec

Reels interactions ⓘ **107,421**

Likes 96,502
Saves 5,407
Shares 5,281
Comments 261

Profile activity ⓘ **2,894**

Follows 2,894



220,016
Accounts reached



315K+ VIEWS

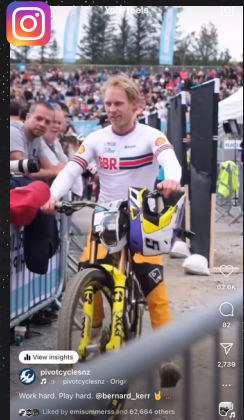
Watch time 23day 4hr 13min 14sec
Average watch time 8 sec

Reels interactions ⓘ **35,119**

Likes 32,945
Saves 1,079
Shares 1,014
Comments 81

Profile activity ⓘ **739**

Follows 739



511,871
Accounts reached



789K+ VIEWS

Watch time 42day 16hr 18min 54sec
Average watch time 6 sec

Reels interactions ⓘ **67,791**

Likes 62,712
Saves 2,782
Shares 2,214
Comments 83

Profile activity ⓘ **2,012**

Follows 2,012

SOCIAL MEDIA



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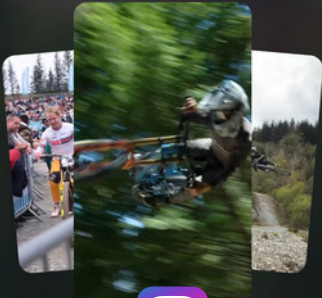
CONTENT: In one month, these four videos managed to reach over **1.1 million** people, with an average engagement rate of **16%**. The average for brands on IG in 2024 was 2%.

Nice! You've reached 1,142,248 accounts who aren't following you

Consistently creating reels helps you reach new audiences.

Nice work! Your recent reels have received 258,711 interactions

Continue creating engaging reels like these to reach new audiences.



+3900 FOLLOWERS

TIKTOK: I created the Pivot Cycles NZ TIKTOK and managed to grow its following to **10k** in its first 10 months



Pivot Cycles NZ ✓



@pivotcyclesnz

67

Following

13.6K

Followers

304.6K

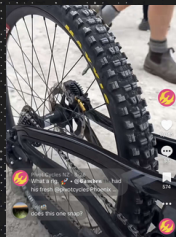
Likes

Edit profile

Share profile



Official TikTok account for Pivot Cycles NZ.



Key metrics ⓘ

Updated on 7/26/2024.

Video views

59816

Total play time

137h:15m:40s

Average watch time

7.7s

Watched full video

15.6%

New followers

445

GRAPHIC DESIGN

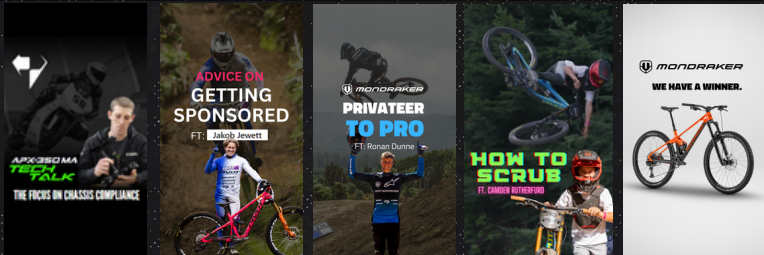


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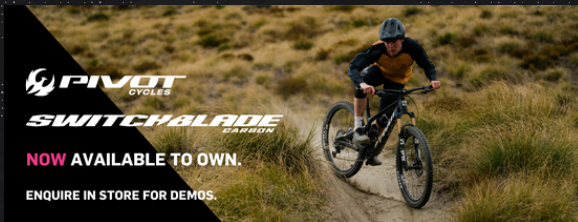
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THUMBNAIL DESIGN

Engaging video thumbnails have helped to not only grow various channels, but also increase the aesthetic of the profile, while making the content mix more navigable.

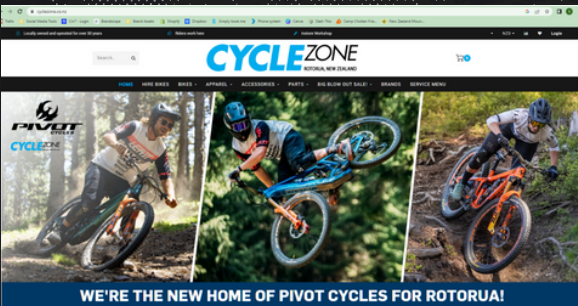


WEB BANNERS



Switchblade V4 Launch:

This banner was designed as one of multiple options for retailers to update their websites around the launch of the Switchblade V4.



New Dealer Launch:

When Cyclezone Rotorua became a Pivot dealer this website banner was created to promote the brands arrival and inform customers.

PRINT ADVERTISING



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PRINT ADS / SPOKE MAG / SHUTTLE LT

For the launch of the Shuttle LT, I designed a 1-page ad for SPOKE mtb magazine. Adapting imagery provided by Pivot and designing additional assets for multiple digital touchpoints.



SPOKE

SPOKE MAG

Established 2001, SPOKE is published three times per year and aims to provide high-quality, innovative content focusing on mountain biking, both locally and internationally.



GRAPHICS & SIGNAGE



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A2 CORFLUTE SIGNAGE / CRANKWORX

This project was to grow the email subscribers for Mondraker at Crankworx. The below design was done on A2 Corflute and displayed at the expo.



WIN THIS BIKE.



SPEC:
2024 FOX CARBON R
88P-B1.985
16.9KG

STEALTH CARBON
FOX IN 29 FLAT
PERFORMANCE GRIP
FOX FLAT-1.12
PERFORMANCE

6" THIRTEEN LET ENDURO
SHIMANO SLX 8.4-PISTON
SHIMANO SLX EAGLE 10SPD

HOW?

1. FOLLOW US ON SOCIAL MEDIA



2. SIGN UP TO OUR MAILING LIST
AND LET US KNOW YOUR SIZE!



GOOD LUCK!

+2000 Entries

DEALER WINDOW STICKER

Launching Mondraker involved store fitouts for key dealers. This one is displayed in Gravity Nelson, NZ.



SALES, DEMO, & RENTAL

ASK INSTORE FOR DETAILS

#REFINEDBYRACING

@GRAVITYNELSONNZ @GRAVITYNELSON.CO.NZ



VISUAL DISPLAY / CRANKWORX / MONRAKER BIKES

These large metal display prints were made initially for the brand launch but are also used in retailers and for Crankworx on the Mondraker stand.



VIDEOGRAPHY

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Whilst not being a professional videographer or photographer, I have had success with some short-form video projects, I am currently taking additional training to improve my skills and knowledge.

ATHLETE INTERVIEWS



pivotcyclesnz



pivotcyclesnz
@bern

Get sideways like



10K+ LIKES



pivotcyclesnz



pivotcyclesnz
@bern

IMPROVE YOUR



3195+ REPLAYS

REEL EDITS



pivotcyclesnz



pivotcyclesnz Did someone say

4700+ SHARES



pivotcyclesnz



pivotcyclesnz Just over 1 month to go

1.3K+ FOLLOWERS

SHOT ON IPHONE



pivotcyclesnz



pivotcyclesnz #newbikeday for

95% NEW AUDIENCE



mondraker_new



mondraker_new_zealand @

23% ENGAGEMENT

PHOTOGRAPHY

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GU ENERGY: MTB PRODUCT SHOOT



GU

GU

PIVOT: SHUTTLE-SL ATHLETE SHOOT

GU ENERGY: CHEWS MTB SHOOT



GU

LIFESTYLE

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STORY

PIVOT CYCLES
SHUTTLE LT

SAVE: \$10,000 SALE: \$15,995
RRP: \$25,995

NOW AVAILABLE TO DEMO AND PURCHASE

The Bike Station
Nelson

56 Vanguard Street, Nelson 7010

[f](#) [i](#) [t](#) [g](#)

FEED

PIVOT CYCLES
SHUTTLE LT

SHIMANO STEPS
EP8

SALE: \$15,995
RRP: \$25,995

- CARBON
- F:170MM/R:165MM
- 29
- 4-PISTON 223/203MM
- 12-SPEED
- 22.5 KG
- PEAK POWER - 500W
- TORQUE - 85NM
- BATTERY - 756WH

NOW AVAILABLE TO DEMO AND PURCHASE

THE Bike Station
NELSON

56 Vanguard Street, Nelson 7010

[f](#) [i](#) [t](#) [g](#)

SHUTTLE LT LAUNCH / GOOGLE ADS / META

Website and social display advertising was key part of the SHUTTLE LT launch campaign and a variety of assets to suit different placements were developed. The goal was to increase website traffic and put people in touch with their local dealer.

PIVOT CYCLES
SHUTTLE LT

BOOK YOUR TEST RIDE NOW.

[f](#) [i](#) [t](#) [g](#)

PIVOT CYCLES
SHUTTLE LT

CONTACT YOUR LOCAL PIVOT DEALER

[www.pivotcycles.co.nz](#)

CAMPAIGN EXECUTION

I thoroughly enjoy the process of marketing strategy, creative design and optimisation across different platforms and mediums.

MARKETING SERVICES

- Website Design & Development
- Social Media Management
- Google Ads
- Facebook Ads
- Instagram
- Twitter
- LinkedIn
- YouTube
- SEO
- Analytics
- Reporting

bro.

THE Bike Station
NELSON

56 Vanguard Street, Nelson 7010

[f](#) [i](#) [t](#) [g](#)

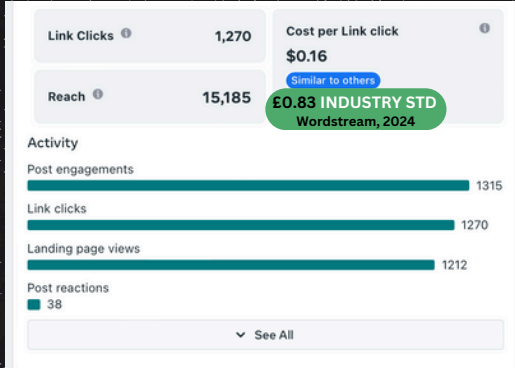
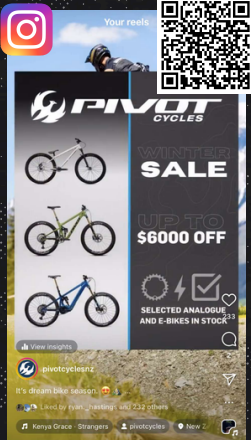
META ADS

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META ADS

I have created ads for a variety of purposes including, driving engagement, website visits, local event responses, and more.



The above ad was created to drive website traffic to the Pivot NZ page for the 2023 Winter Sale. While it's hard to directly attribute resulting sales, the ad did drive over **1200** site visits.

Ads	Reach	Results
Boosted Instagram post		
 9 Aug 2023 • Created by Josh ... Boosted Instagram media	15,185 Reach	1,270 Link Clicks
Boosted Facebook post		
 25 Aug 2023 • Created by Jos... Messages The NEW #ShuttleAM is now available for pre-order! ...	13,020 Reach	55 Messaging conversations started
Boosted Facebook post		
 11 Mar • Created by Josh Morris Post engagements March DEALS coming in HOT! Try some E : Get a Shutt...	6,708 Reach	746 Post engagements

PERFORMANCE

1270
WEBSITE VISITS

55
CONVERSATIONS
STARTED

11%
ENGAGEMENT

1.5% Industry Standard.
WordStream, 2024

EMAIL MARKETING

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EMAIL DESIGN

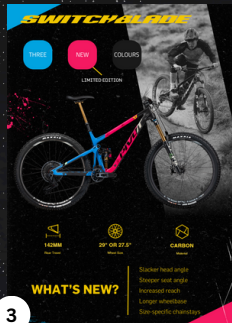
This email was to Pivot New Zealand consumers around the new Pivot Switchblade and also brand news, driving traffic to the website. Click through rates below:



1



2



3



4



5



6

OPEN RATES

2022 Pivot New Switchblade Colours

✉ Regular email - Legacy builder

Last edited Fri, 25 March 2022 13:34 by Allsports Distribution

47.4% 9.4%

Opens Clicks

The All-New Mach 4 SL - An Elevated XC Experience

✉ Regular email - Legacy builder

Last edited Thu, 25 May 2023 19:59 by Allsports Distribution

52.9% 3.6%

Opens Clicks

THE PIVOT CYCLES WINTER SALE IS NOW LIVE!

✉ Regular email - Legacy builder

Last edited Mon, 7 August 2023 20:59 by Allsports Distribution

45.2% 9.3%

Opens Clicks

2024 WEBFX E-COM INDUSTRY STANDARD-

AVERAGE OPEN RATE:-19.2%

AVERAGE CTR:-1.5%

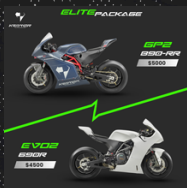
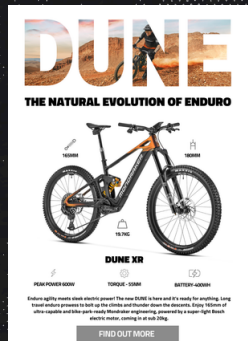
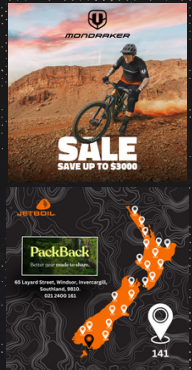
GRAPHIC DESIGN



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GRAPHIC DESIGN EXAMPLES



REFERENCES + CONTACT



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Sara S,
Marketing Manager, Allsports Ltd.

“Josh provided professionally presented and well-thought-through social and email campaigns that delivered the results we were looking for. His strategic approach, attention to detail, and ability to adapt to our needs made a significant impact on our engagement and overall success. I would highly recommend Josh to any team seeking a skilled and reliable marketing professional who consistently delivers high-quality work.”

GET IN TOUCH



+447960077874



actionsportsmarketingco@gmail.com



www.linkedin.com/company/action-sports-marketing-co