

Leah Falland

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Summary

Enthusiastic and driven former professional athlete dedicated to pursuing goals, promoting team player mentality, and performing well under pressure. Extensive experience in marketing and leadership positions, public speaking, and managing tight deadlines. Committed to helping others and passionate about team building, sportsmanship, and exceptional communication.

- Brand Messaging
- Recruiting
- Social Media Strategy
- Promotional Events
- Relationship Building
- Article Writing

Core Competencies

MARKETING AND SOCIAL MEDIA

- Personal brand creation and promotion with story-telling skills (e.g. "[Hey, Struggling Runner](#)", a viral blog post on Medium).
- Professional brand promotion and representation, i.e. Instagram (@leah_falland).

COMMUNICATION

- Appeared on large audience panels and featured as the star of brand advertisement campaigns (e.g. [Autobiography in The Washington Post](#)).
- Delivered speeches and accepted high status awards as company representative ([FNAA 2021 Brand of the Year – On Running](#)).
- Interviewed by national networks and podcasts on multiple occasions (e.g. [On | Table Talk: Leah Falland](#) on YouTube).

LEADERSHIP

- Founding female member of the On Athletics Club.
- Captain of the MSU Women's Cross Country/Track and Field team.
- Female Captain of the Gazelle Elite Racing Team.
- Volunteer Assistant Coach at Michigan State University

Experience

ON RUNNING, Boulder CO

2020 - Current

Professional Athlete, OAC: Female leader of On's first professional group, trained for global events and negotiated multiple annual and bonus contracts.

- Recruited national and international talent.
- Ranked top 15 in the world and 3rd in the US all-time in respective event.

SOCIAL MEDIA CREATOR/INFLUENCER – Instagram, YouTube, Medium

2015 – Current

Published regular pieces/posts on athletics-based injuries and mental health.

- Maintained ~20k followers between mediums, consistently increases retention, acquisition rates, and levels of engagement.
- Contributed to multiple podcasts as guests (e.g. Wild Ideas Worth Living).

GAZELLE SPORTS, Grand Rapids MI

2019 - 2020

Sales Floor Associate responsible for providing exceptional customer care through biomechanical and gait analyses, shoe fittings, and community outreach and education programs.

- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Represented the company at youth events and camps.

ADIDAS GLOBAL, East Lansing MI

2015 - 2019

Represented Adidas as a professional athlete via social media and in-person at brand activation events.

- Self-starter – trained alone for the first year out of college and qualified for Olympic Trials (2016).
- Recovered from setbacks with grit, determination, and transparency to become a leading female wellness advocate within the sport.

UNITED DAIRY INDUSTRY OF MICHIGAN, East Lansing MI

2016 – 2018

Attended community events with diverse target audience and promoted "Milk Means More" campaign.

Education

BACHELOR OF ARTS | MICHIGAN STATE UNIVERSITY

- Major: Journalism
- Neil C. Jackson "Outstanding Alumna Award"
- Varsity 'S' Club Intern
- Academic Honors

Additional Highlights

Professional Development

- Google Digital Marketing and E-commerce Professional Certificate (In Progress)

Volunteerism

- Girls On The Run
- Building Twentyone (youth)
- MSU and Grand Valley State XC Camps

Presentations

Footwear News Achievement Awards 2021: Spokesperson for On Running's "Brand of the Year" award.