

Jud Merrell

Motorcycle Rider and Racer – Deals Gap Motorcycle Resort General Manager – Dragon Report Host



Hi, I'm Jud.

Each year, a quarter million motorcyclists come through the resort I manage, Deals Gap Motorcycle Resort, located along the infamous stretch of road known as The Dragon. As general manager, I serve as a resource for two-wheeled guests that come through. I provide tips on gear, best roads to ride or advice on how to navigate The Dragon's technical 318 curves. Every Friday I post a Dragon Report video that is shared on social media to give Dragon enthusiasts news on the area weather, road conditions and events or groups—and often hop on my bike to provide first-hand video. I also manage and write the Resort's blog which covers all things motorcycles.

When I'm not working at the Resort, I serve as the director for Fiddies 4 Life, the Deals Gap pit bike racing series. The series has garnered media attention and was featured on the AMC television show Ride with Norman Reedus. In the past, the series has done exhibitions at motorcycle venues and events. I can also be found participating in a variety of motorcycle events and races. I've been riding for nearly 20 years and I'm an avid track day rider and recently began racing my R6 sportbike. In addition to my R6 and pit bikes I have a Suzuki DRZ supermoto and Kawasaki Z125.

Growing this sport is important to me and I've enjoyed producing content and collaborating with brands for this purpose. For example, in 2019 I had the opportunity to work with Yamaha Motor USA and rode up the California coast and produced photos and video along the way using one of their media bikes. I also worked with Yamaha Champions Riding School and documented the experience of going through the school via social media. I enjoy testing out gear from various manufacturers and post reviews and content about it through both my own social media and the Resort's—which allows me to reach nearly 90,000 motorcyclists. And, I utilize my experience as both a rider and general manager at the Resort to provide content to podcasts, media outlets and speaking engagements.

As co-owner and co-founder of Merrell Communications, LLC, a marketing and public relations firm, I also have a firm grasp of social media and digital marketing best practices and incorporate them into my content.

I hope we can collaborate.



My Motorcycling Resume:

- Deals Gap Motorcycle Resort General Manager & Dragon Report Host
- 2019 Yamaha Champions Riding School Grad
- Completed Total Rider Tech Course
- Avid Track Day Enthusiast – Receives Coaching at Track Days
- Women's Sportbike Rally – Man of the Year Award
- Fiddies 4 Life Race Director
- Fiddies 4 Life Pit Bike Racer – Champion for 10 years straight

Key Brands I've Worked With:



There are many motorsports influencers out there, but these are 7 reasons why I'm different...

1. I understand marketing

I'm the co-owner of Merrell Communications, LLC, a marketing and public relations firm. Over the years I've learned a lot about marketing and reaching audiences. I understand the importance of storytelling, brand voice and how to create content that resonates with targeted audiences.

2. I know how to create content people will engage with

When I work with a brand as influencer, they can have the peace-of-mind that the content I create—whether for my blog or social media—will be compelling. I take great care in making sure any photos and videos are excellent and fine tune any copy that I write for the posts or blog.

3. My content has substance

I write and post content that I hope will motivate people to be passionate about motorsports and I also promote the importance of skills and safe riding. I write about what I learn from track days and schools, and I love sharing my experiences at motorcycle events or trying out different gear and bikes. I seek to create content with substance.

4. I live at one of the top motorcycle destinations in the world

I live near The Dragon (highway 129) and ride there nearly every weekend unless I'm at a track day or motorcycle event. Tens of thousands of people come through The Dragon each season. I meet motorcyclists from all walks of life and it's given me the chance to connect with many people. Plus, the dozen photographers situated along The Dragon ensure I always have fresh riding photos.

5. I'm visible in the industry

I try to attend as many motorcycle events and track days as possible to stay up-to-date but also accumulate content for social media. Through these events, I develop connections and work on collaborations—or sometimes I just go and enjoy the track and build my skill set.

6. I'm professional

As an influencer and someone who is active in the industry and maintains a social media following, I find it important to be a good representative for the brands I work with. I take my influencer work seriously and seek to be reliable and follow through on agreements. I refrain from posting controversial or unclassy content.

7. I go above and beyond

I believe in providing added value for the brands I work with, so I do more than just the bare minimum.





Some Places You May Have Seen Me

Blue Ridge Motorcycling



Ride with Norman Reedus

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Ride with Norman Reedus (2016-)
Appalachia: Blue Ridge Parkway ★ 8.9 Rate This
TV-14 43min Reality-TV | Episode aired 26 June 2016

Season 1 Episode 3 < Previous All Episodes (18) Next >

Norman and his buddy Jason snake through the smoky mountains, hit the Dragons Tail, and party with the locals.
Writers: Alec Michod (story editor)
Stars: Sarah Merrell, Norman Reedus

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Pecino Report Podcast



I hope you'll give me the opportunity to work with your brand. I'm open to a variety of different types of collaboration. These are some examples of what I've done with other brands:

- Promoting or reviewing products on social media
- Video reviews or product promotions
- Spokesperson work
- Video filmings
- Podcast interviews
- Attending events and serving as speaker
- Modeling products or services in a photo shoot
- Blogging



CONTACT ME

828.242.5925

jud1242@aol.com