

Kevin Smith
Marketing Manager
 Mooresville, NC
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704-677-3184

Graduated with a 4.0 GPA in Internet Technologies in 2007. Organization and determination are keys to my success. I specialize in creating, measuring and adjusting organic SEO, Internet Marketing, Content, Social Media and Local Marketing campaigns. I have excelled working independently and as leader of skilled professionals. I believe transparent, professional communication inspires success.

Authorized to work in the US for any employer

Work Experience

Marketing Manager

Heritage Printing & Graphics - Charlotte, NC
August 2015 to November 2018

Developed and managed internet, print and advertising campaigns in 2 major markets (Charlotte & DC). Maintained 4 websites, with e-commerce and 6 local initiatives, utilizing organic SEO, and other means, to consistently raise organic traffic 25% annually. The company grew from 2+ to 5 million (without outside sales) during my tenure.

General Manager

McBryde Website Design - Mooresville, NC
April 2006 to August 2015

Hired to assist the owner with website maintenance and design. Outside sales were added to my duties in February of 2007, I doubled the client base (75 – 150+) in 11 months. I hired and managed a staff of 6 skilled professionals and developed the Internet Marketing aspect of the business.

Served as an Ambassador for the Lake Norman & Mooresville Chambers of Commerce for over 7 years, also teaching monthly Internet Marketing/Social Media seminars for 5 years.

Served on the Board of Directors for the Iredell County Home Builders Association from 2013 to 2015.

Owner

KJr's Marketing - Troutman, NC
2006 to 2015

Developed and managed organic SEO, PPC, E-Commerce, Social Media, Email and various marketing/advertising campaigns for small and mid-size companies. I was owner/operator with a few specialized vendors consisting of developers, programmers and artists. I am an expert in local marketing, product promotion, B2C and B2B marketing.

Education

Associate in Internet Technology

Mitchell Community College - Statesville, NC

January 2004 to April 2007

Skills

SEO, Content Marketing, Digital Marketing, E-Commerce, Marketing Automation, Microsoft Office, Sales, WordPress, Adobe, Management, Website Development, Public Speaking, Press Releases, Email Marketing, Safety, Google Analytics, B2B, Lead Generation

Links

<http://www.KJrs.co>

<https://twitter.com/KevnJr>

<https://www.linkedin.com/in/kjrs50/>

Certifications/Licenses

Webmaster

April 2007 to Present

Design and manage websites

30 Hour Federal OSHA General Industry Safety & Health

February 2003 to Present

Earned Certification, via US Dept. of Labor, in General Safety & Health

Adult CPR & First Aid

April 1997 to March 2002

Certified in CPR & First Aid through the Red Cross

Safety & Health Management

December 2002 to Present

Completed continuing education course in Safety and Health Management

Additional Information

Managed a website design/internet marketing company for 9+ years while also owning/operating KJr's Marketing (my marketing company). Closed my business to accept a full time marketing management position with a rising print company. Currently seeking full time employment with a company seeking to utilize the Internet, Print, Sales and Advertising to grow their client base. I have developed a dynamic 4-Step program that accelerates growth.