

# KEVIN SMITH

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## DIGITAL MARKETING MANAGEMENT PROFESSIONAL

B2B & B2C MARKETING | SEO & PPC CAMPAIGNS | SOCIAL MEDIA | LEADERSHIP

**Dynamic marketing leader** with 13-year portfolio of success driving strategic B2B & B2C marketing campaigns & sales lead generation for organizations across diverse industries. Finely honed decision-making, leadership, project management, and problem-solving skills. Seeking new, challenging marketing leadership role.

### Core Competencies:

- Digital Marketing Management
- B2C & B2B Marketing
- Advertising
- SEO
- Spreadsheets
- Brand Management
- Social Media Marketing
- Email Marketing
- Sales Lead Generation
- Analytics
- Databases
- Product Management
- Business Development
- e-commerce Websites
- Website Management
- PPC
- WordPress
- Client Services

### QUALIFICATIONS & HIGHLIGHTS

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Instrumental in boosting revenue, increasing website traffic, enhancing brand visibility, and driving business growth.
- Expert in creating, analyzing, and driving organic SEO, online marketing, content, social media, and local marketing campaigns.
- Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.
- Acquire sales and marketing knowledge of principles and methods for showing, promoting, and selling products or services including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Gain administration and management expertise, utilizing both business and management principles involved in strategic planning, resource allocation, leadership technique, and coordination of talent and resources.
- Deliver customer and personal services including customer needs' assessments, meeting quality standards for services, and evaluation of customer satisfaction.
- Execute effectively within media production, communication, and dissemination techniques and methods including alternative ways to inform and entertain via written, oral, and visual media.
- Technically proficient in: MS Word, Excel, PowerPoint, WordPress, Google Analytics.

### PROFESSIONAL EXPERIENCE

**KJr's MARKETING**, Mooresville, NC

1/2006 – current

*KJr's is an Internet marketing, SEO company providing marketing services to B2B and B2C businesses.*

#### Owner

Delivering organic SEO, Pay-Per-Click, e-commerce, social media, and email marketing & advertising campaigns for small to mid-size client businesses across diverse industries.

- Leads team of Developers, Programmers, and Graphic Artists in developing and executing custom campaigns.
- Developed online presence for Norman Retaining Walls, which grew to also manufacture and sell retaining blocks.
- Created website and online presence for Color Master Collision Center, which resulted in business growing 3X its initial size.
- Built online presence for Village Animal Hospital, and launched local marketing campaign that grew business 40%.

**HERITAGE PRINTING & GRAPHICS, Charlotte, NC**

8/2015 – 11/2018

*Heritage Printing & Graphics is a veteran-owned and -operated, full-service commercial printing and custom sign & display company.*

### **Marketing Manager**

Developed and managed all digital online, print, and advertising campaigns for 2 major markets, Charlotte, NC and Washington, DC. Generated weekly and quarterly reports on campaign progress and new campaigns and initiatives. Reported directly to President.

- Maintained 4 websites comprising e-commerce functionality and 6 local initiatives; utilized organic SEO, Pay-Per-Click campaigns, and social media platforms to drive consistent organic traffic and sales growth of 25% YOY.
- Drove new campaign to promote services to DC market embassies; grew sales from 3 per year to 40+.
- Developed new heritagedesigns.com website after company split brand into commercial printing and signage printing; grew signage sales 45% annually.
- Initiated new process to grow and sustain local presence in Charlotte and Washington, DC.
- Played vital marketing leadership role in growing company from \$2M to \$5M+ in annual revenue.

**MCBRYDE WEBSITE DESIGN, Mooresville, NC**

4/2006 – 8/2015

*A website design, hosting, and internet marketing company.*

### **General Manager**

Managed website design, website maintenance, and outside sales efforts. Supervised 2 Graphic Designers, 3 Webmasters, and 1 Programmer. Reported directly to Owner.

- Retained initially to oversee website design function; tasked with assuming outside sales accountability in 2007.
- Drove business growth from 75 to 150+ clients in < 12 months.
- Hired team of 6 skilled professionals and developed new Internet Marketing line of business.
- Facilitated monthly Internet Marketing & Social Media seminars to drive local business.
- Created upscale website for outdoor TV show starring major NASCAR Crew Chief, Greg Zipadelli.
- Served as an Ambassador with Lake Norman & Mooresville Chambers of Commerce.

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### **ACADEMIC BACKGROUND**

**Associate in Internet Technology; 4.0 GPA** | Mitchell Community College, Statesville, NC

**40-Hour OSHA Safety & Health Training** | US Department of Labor

**Certified Webmaster** | Mitchell Community College, Statesville, NC

### **SKILLS**

**Business Intelligence & Data Analysis Software:** Google Analytics, Lead Forensics, Moz, Sugar, PrintSmith

**Database User Interface & Query Software:** Microsoft Access, Excel, Word

**Web Platform Development Software:** Hypertext Markup Language (HTML), JavaScript, WordPress

### **ACCOMPLISHMENTS**

- **2007 – 2013:** Taught monthly Marketing & Social Media seminars at LKN & Mooresville Chambers of Commerce
- **2013 – 2015:** Member of the Iredell County Home Builders Board of Directors
- **2009 – 2011:** Chaired the Business Resource Group, *regarded as the best leads group in LKN*
- **2007 – 2009:** Member of the Lake Norman Home Builders “Green” council
- **2011 – 2014:** Member of the Denver Area Business Associates Board of Directors
- **2013 – 2015:** Master of Ceremony at a weekly networking event
- **2014 – 2015:** Co-Hosted “Around the Lake”, a 1-hour talk radio show