

Kevin E Neely
Franklin TN 37064
615-708-8572
kevnee96@gmail.com

Professional Summary:

Creative Marketing Director with over 12 years expertise across email campaigns, public relations, social media, and event planning. Successfully managed teams to achieve aggressive goals and produce results. Keen insight into digital marketing campaigns, planning and public relations.

Skills / Keywords:

SEO, Media Relations, Brand Development, Event Management, Account Based Management, Lead Generation, Google Analytics, Multi-Channel Marketing, Campaign Design, Campaign Execution, Campaign Reporting, Digital Marketing, Audience Segmentation, Audience Acquisition, WordPress, Adobe Creative Suite, Video Production, Final Cut Pro

Portfolio:

<https://www.resoundmarketinggroup.com/portfolio>

Work History:

Resound Marketing Group, Franklin TN

Owner / Marketing Director - 5/2023 - Current

- Defined and implemented go-to-market strategies for a client's new business. Optimized product positioning to drive growth, resulting in steady income stream in less than six months
- Developed and identified marketing strategies for multiple clients resulting in a 20% revenue and opportunity increase for key client accounts
- Successfully designed and personalized audience segmentation plans, leading to a 14% higher lead-to-opportunity-to-close rate
- Overhauled client e-commerce website including new product listings, descriptions, and site design.
- Designed multiple client websites on multiple platforms including WordPress, Wix, Squarespace

AMBEST Inc., Brentwood TN

Director of Marketing 09/2018 - 5/2023

- Due to the flat org of AMBEST, the Director of Marketing functions similar to a CMO or VP
- Position reports directly to the CEO and the Board of Directors

- Design and develop marketing materials, liaise, and correspond with outside vendors and suppliers
- Produce and oversee distribution of digital and physical marketing materials
- Plan, coordinate and participate in marketing events and trade shows
- Prepare and execute online and direct marketing campaigns contributing to 45% increase in new member locations (535 locations across America)
- Managed WordPress company website, added new modules and kept plugins updated
- Oversee and coordinate annual member meeting with over 300 attendees
- Manage national loyalty program AMBUCK\$, and revamped program resulting in 15% increase in participation. 194k email database and over 300k active loyalty cards
- Develop Computer Based Training curriculum for AMBUCK\$ Loyalty Program
- Maintain customer information via marketing database and Microsoft Dynamics CRM
- Create B2B & B2C inbound and outbound marketing campaigns, focused on brand awareness via video and social media platforms

Cadence Digital Marketing, Franklin TN

Director of Marketing 07/2016 - 09/2018

- Directed development of B2B and B2C programs that drove artist awareness of new albums/content
- Worked with Live Events VP of ChildFund to help promote child sponsorship through Christian artists concerts
- Directed development of interactive, direct marketing, media, creative, sales promotion and PR strategies
- Contracted with several churches to revamp their worship stage, lighting, audio, and video designs
- Used a combination of traditional and digital media to create anticipation and client awareness

HearingPlanet / Sonova e-HearingCare, Brentwood TN

Digital Marketing /Lead Nurturing Manager 12/2013 - 07/2016

- Developed email-marketing strategies for all verticals, including Phonak & HearingPlanet
- Added over 2 million in revenue for a 15.5-million-dollar division (HearingPlanet)
- Collaborated with both internal marketing and external agencies on digital marketing plans including data mining, segmentation, A/B testing, target customer user experience
- Manage PPC and SEO strategies, landing pages and creative messaging
- Lead internal department and third-party vendors on HearingPlanet website overhaul
- Implemented new social media marketing plans including video, give-a-ways & direct message marketing
- Wrote, produced, and edited a series of videos to introduce key team members to our customers
- Created product review videos to feature new models of Phonak hearing aids and Phonak accessories

Education**Liberty University, Lynchburg VA**

Masters of Business Administration - Specialization in Marketing
(Some course work completed - 2012)

Belmont University, Nashville TN

Bachelor of Business Administration - Marketing
2010-2011

Pensacola Christian College, Pensacola FL

Bachelor of Science in Communications - Broadcasting
1996-2000