

# KENT DAGNALL

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## Professional Summary

Kent Dagnall guides companies to tell their stories, connect with subscribers, acquire new customers, and create personalized experiences. A farsighted strategist by nature, he has superb design, technology, training, communications, and team-building skills leading to impressive results.

## Skills

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- Lifecycle Marketing
- Media Relations
- Project Management
- Content Marketing & SEO
- Design & Photography
- Training & Team Building
- HTML, CSS, PHP
- Crisis Communications

## Employment

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### **Media Relations Strategist - Seed Oil Free Alliance - Boca Raton, FL (Contract)** 05/2024 - 09/2024

- Monitored media outlets, interviewed stakeholders, wrote press releases and distributed them nationwide.
- **HubSpot Certified Partner** responsible for B2B Sales Automations, Onboarding, and Training.
- Provided guidance on SEO best practices and CRM Integration.

### **Food & Beverage Consultant - Pensacola, FL** 05/2023 - 04/2024

- Catered NAS Pensacola Military Ball for over 800 Marines and their guests.
- Developed new websites, designed menus, and updated branding for local restaurants.
- Made a ton of great food at events across the Florida Panhandle.

### **Email & SMS Marketing Manager - Perfect Keto - Austin, TX (Remote)** 12/2021 - 05/2023

- **Klaviyo Certified Partner** responsible for deliverability, regulatory compliance, lifecycle marketing automations, retention programs, and customer support for the World's Largest Keto Newsletter with one million active subscribers.
- Partnered with PostScript+ to implement the SMS Sales Channel as a major revenue driver.
- Launched 10 new products including the World's 1st Keto Mac & Cheese and Keto Cereal.
- Other duties included copywriting, direct mail, creative direction, and analytics.
- Panelist: [Moving with the Market: How Top Brands Adapt for Success in any Economy](#)

### **Marketing Consultant - KentDagnall.com - Atlanta, GA (Remote)** 07/2015 - 11/2021

- Public Relations and Lifecycle Marketing for regenerative farms & CPG brands nationwide.
- Reputation and Crisis Management consulting.

### **Senior Website Developer - Mammoth Ideas - Atlanta, GA** 07/2014 to 05/2015

- WordPress PHP developer turning graphic comps into responsive websites and web apps.

- Head Of Account Services - Yellow Bus Advertising - Santa Cruz, CA** 08/2012 to 02/2014
- Point of contact for all clients including NASCAR Sonoma and the Monterey Jazz Festival.
  - Project manager directly supervising digital marketing portfolios, proposals, budgets, creative briefs, and marketing copy.
  - Produced several **ADDY award-winning** TV commercials for Bay Area audiences.
  - Audited media buys to negotiate make-goods with every TV network and radio station in California and Nevada.

- Online Marketing Strategist - Fierro Communications - Las Vegas, NV** 05/2008 to 11/2011
- Media Relations Strategy for Las Vegas Strip Casinos, crisis management clients, and political campaigns.

- Restaurant Consultant & Chef - FL, NM, NV, CA** 01/1998 to 05/2008
- Mentored 100s of team members at all levels to prepare each for demanding roles.
  - Updated business appearance, decor, social media, website, and promotional strategies.
  - Aligned seasonal plans with ingredient availability and key area events for optimal promotions.

## Honors & Awards

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**Telly Awards** Outstanding Regional TV Restaurant Advertising **June 2013**

**ADDY** Advertising for the Arts & Sciences, Animation and Integrated Campaigns **Nov 2013**

## Education

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### Certifications

- Google Project Management Professional 06/2023
- Klaviyo Partner - SMS Strategy Certified 11/2021
- Klaviyo Partner - Product Certified 11/2021
- PostScript+ Partner 01/2022
- HubSpot Developer, HubSpot Sales Manager 01/2018

**University Of New Mexico** 08/2004