

# KENT DAGNALL

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## Professional Summary

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Kent is a chef, educator, and historian working as a content marketing consultant for people who make sustainable products and produce whole foods. An itinerant chef, he moonlights in the best restaurants and has an encyclopedic knowledge of cuisine. For the past 13 years, Kent has demonstrated superb design, copywriting, technology, communications, and team-building skills, leading to impressive results.

## Skills

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- Hospitality & Consumer Behavior
- Media Relations & Public Speaking
- Content Strategy, Storytelling & Writing
- Culinary Arts, History & Legends
- Google SEO, HTML, CSS, JavaScript, PHP
- Design, Photography & Adobe Cloud
- Email Marketing & CRM Automation
- Talent, Training & Team Building

## Work History: Marketing & PR

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### **Content Marketing - Kent Dagnall Consulting**

06/2015 to 7/2021

- Director of Marketing for Working Cows Dairy 2019-2021
- CMO White Oak Pastures 2016-2020
  - Grew average revenue by \$2 million each year.
  - Media Relations for Regenerative Agriculture vs. Fake Meat 2019
  - Developed wildly-successful Affiliate Marketing program 2019
  - Launched Iberian Pastures American Iberico Pork 2019
- Email Marketing Automation Belcampo Meat Co. 2020
- Content and Web Dev for social influencers The Armstrong Sisters 2020
- Marketing for fair-trade roasters Café Campesino and Sweetwater Coffee 2015-2016

### **Duties:**

- Established client credibility and brand awareness by developing marketing collateral and presentations, public relations campaigns, articles, blogs, product pages & newsletters.
- Conducted market research and documented competitive analysis for use by executives, project managers and other marketing staff to make accurate decisions.
- Tracked key metrics, developed reporting dashboards & organic search ROI projections.

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

- Presented progress to clients, collected feedback, and directly addressed concerns.
- Ensured best practices were implemented at every level of design and development.
- Fostered new business through participation in trade shows and initiating communications with prospective clients via phone and email.

**Head Of Account Services - Yellow Bus Advertising** 08/2012 to 02/2014

- Directed film crews during the 3-day 9-stage Monterey Jazz Festival to produce award-winning "Jazz Fans Get It" TV and YouTube campaigns.
- Incorporated organic SEO, retargeting, and marketing automation into omnichannel digital campaigns, breaking 34-year box office records for The San Jose Rep.
- Regional Media Relations for Tony-Award winning *A Night With Janis Joplin*.

**Duties:**

- Primary point of contact for all clients. Wrote and pitched all agency proposals.
- Audited media buys to negotiate make-goods with every major CA and NV television network & radio station.
- Oversaw digital, outdoor, and POS content updates for all clients.

**Online Marketing Strategist - Fierro Communications** 05/2008 to 11/2011

- Masterminded digital strategies to transform public opinion about important issues for Nevadans, elected leaders, labor unions, attorneys, casino hotels, and one \$6 billion public-private partnership.

**Web Designer - Kent Dagnall Design Inc** 01/2005 to 05/2008

- Designed websites and UX/UI to meet client specifications.
- Professional graphic designer producing infographics and digitally-enhanced photos.

**Restaurant Consultant - Kent Dagnall Restaurant Design** 01/1998 to 05/2008

- Mentored 100s of kitchen staff 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.

## Education

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**University Of New Mexico Fine Arts** 08/2004

- Completed 4 semesters and a summer workshop with 4.0 GPA
- Paid my own way. Quit to open 14 restaurants. No regrets.

**Albuquerque High School** 12/1999

- Advanced Placement Coursework in Computer Science (C++)
- Advanced Placement Coursework in Anatomy Physiology
- Advanced Placement Coursework in English Literature

## 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**