

KENT DAGNALL

Las Vegas, NV 89108 | (702) 768-1310 | email@kentdagnall.com

Professional Summary

Stoic and creative Marketing Consultant recognized for product marketing and public relations expertise. Cultivated portfolio of CPG & SaaS clients with demonstrable success over 15 years. Superb media, marketing technology and communications skills leading to impressive results.

Skills

- Consumer Behavior
- Content Marketing Automation
- Search Engine Optimization
- Paid Media Budgeting & ROI Projections
- HTML, CSS, JavaScript, PHP Competency
- Customer Relationship Manager Integration
- Social Media Strategy
- Adobe Creative Cloud

Work History

Marketing Consultant

06/2015 to Current

Kent Dagnall Consultants – Las Vegas, NV

- Grew average revenue by \$2 million each year per client.
- Trained marketing teams at every level of expertise to excel in earned media, SEO, inbound marketing, lead generation, advertising, and social media.
- Wrote engaging and successful marketing, advertising and website copy.
- Established credibility and brand awareness by developing marketing collateral and presentations, public relations campaigns, articles and newsletters.
- Conducted market research and reported on clients' competition.
- Identified appropriate marketing channels and target customers for campaigns.
- Documented research findings for use by executives, project managers and other marketing staff to make accurate decisions.
- Tracked key metrics, developed reporting dashboards and paid media ROI projections.
- Graphic Designer producing professional illustrations and digitally-optimized photos.

Chief Developer

01/2015 to 05/2015

Mammoth Solutions – Atlanta, GA

- LAMP stack system administrator with 20+ years of Linux experience and 10+ years developing customized business solutions.
- Achieved under-budget and on-time project management to adhere to project goals, HIPAA, international privacy, and WCAG accessibility compliance.

- Fostered new business through participation in trade shows and initiating communications with prospective clients via phone and email .

Developer

07/2014 to 12/2014

Mammoth Ideas – Atlanta, GA

- Reduced project development time by over 50%.
- Collaborated with award-winning creative design team members to produce website and web application UX/UI comps.
- Adjusted software parameters to boost performance and incorporate new features.
- Introduced RUBY, Javascript, and PHP methodologies and web development best practices to enhance CMS customization.
- Researched new business intelligence technologies, CRM software, CMS plugins, and hardware products for use in diverse web projects.
- Collaborated with other developers to identify and alleviate software errors and design inefficiencies.
- Designed, implemented and monitored web pages, plugins and app functionality for continuous improvement.
- Presented project progress to clients, collected feedback on different stages, and directly addressed concerns.

Head Of Account Services

08/2012 to 02/2014

Yellow Bus – Santa Cruz, CA

- Wrote and pitched agency proposals and was primary point of contact for all clients.
- Directed on-location video shoots to produce award-winning television commercials for outdoor music festivals, theaters, and theme parks.
- Provided media strategy, competitive analysis, and KPI reporting for beloved brands and world-famous attractions with millions of diverse followers.
- Audited media buys and negotiated make-goods with every major California and Nevada television network and radio station.
- Incorporated retargeting and marketing automation into digital campaigns, including one which broke 34-year box office records for San Jose's oldest theater company.

Marketing Strategist

05/2008 to 11/2011

Fierro Communications – Las Vegas, NV

- Masterminded highly successful digital strategies to transform public opinion about important issues for Nevadans, elected leaders, labor unions, attorneys, and a \$6 billion public-private partnership.
- Orchestrated, executed, and monitored performance of digital campaigns to boost brand awareness and profitability of gaming, transportation, hospitality, and healthcare clients.
- Developed training programs teaching franchisees nationwide to effectively leverage their social media influence.

Web Designer/Developer

01/2005 to 01/2008

Kent Dagnall Design Inc – Las Vegas, NV

- Determined coding requirements for site creation, including e-commerce capability, security and specialized scripts.
- Designed user interface to meet client specifications and content management system.
- Conducted usability testing and post-deployment evaluations to measure user experience success.
- Created and moderated company wiki that facilitated up-to-date project communication between clients.

Restaurant Consultant

01/1998 to 01/2008

Kent Dagnall Restaurant Design – Santa Fe, NM

- Mentored 100s of kitchen staff at all levels to prepare each for demanding roles.
- Updated business appearance, decor, social media, website, and promotional strategies.
- Reviewed business finances and back-end administrative procedures.
- Improved customer service policies to maximize satisfaction and build brand loyalty.
- Trained new front and back of house managers in operational procedures.
- Aligned seasonal plans with ingredient availability and key area events for optimal promotions.

Education

No Degree: Fine Arts

08/2004

University Of New Mexico - Albuquerque, NM

- Completed 4 semesters and a summer workshop with 4.0 GPA
- Paid my own way. Quit to open restaurants.

Diploma: Advanced Computer Science

12/1999

Albuquerque High School - Albuquerque, NM

- Advanced Placement Coursework in Computer Science (C++)
- Advanced Placement Coursework in Anatomy Physiology
- Tested Top 1 Percentile
- Graduated 2 Semesters Early

Awards

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

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