

KENT DAGNALL

(251) 289-9799 | email@kentdagnall.com

Professional Summary

For 13 years, Kent has demonstrated superb design, copywriting, technology, communications, and team-building skills, leading to impressive results. A hard-working SEO professional, his specialty is writing long-format content ranked #1 on Google searches for top-of-funnel queries.

Skills

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

Work History: Marketing

- Marketing Consultant - Working Cows Dairy** 01/2020 - 11/2021
Sales & Marketing Manager responsible for Product SEO, Long-Format Content Marketing, Product Photography, Social Media, Email Marketing Automation, D2C Shipping Implementation, and Wholesale Marketing
- Marketing Consultant - Ancestral Supplements** 03/2021 - 07/2021
Crafted brand ethos, product pages, and promotional materials for Paleo/Keto nutritional products
- Marketing Consultant - Belcampo Meat Co.** 05/2020 - 12/2020
Email Marketing Consultant responsible for Klaviyo/Shopify integration, Training, Content Marketing, and Email Automations for all points in the online customer journey.
- Marketing Consultant - The Strong Sistas** 05/2020 - 12/2020
Responsible for Affiliate Marketing training. Developed Affiliate Store shopping experience and Community Forums.
- Marketing Consultant - White Oak Pastures** 08/2017 - 04/2020
PR & Marketing Manager responsible for \$3 million+ D2C Online Sales, Branding, Web Design, Email Automation, Content Marketing, Affiliate Marketing, Packaging & Graphic Design, Training, and International Media Relations in support of regenerative agriculture.
- Marketing Consultant - Café Campesino & Sweetwater Coffee Roasters** 06/2017 - 08/2018
Marketing Manager responsible for D2C Strategy, Consumer Persona Development, HubSpot CRM Setup and Training, Product SEO, Content Marketing, Email Marketing Automation, and Event Management.
- Marketing Consultant - StartupNation** 12/2015 - 05/2017
Re-branded small business support site with blogging, community forums, technical SEO, and robust monetization capabilities. Trained all staff members in SEO best practices.
- Marketing Consultant - Park West Gallery** 07/2015 - 06/2017
Reputation management and SEO pushdown of damaging exposés by The New York Times, Washington Post, and Bloomberg. Developed advertorials in partnership with NY Times.

Senior Website Developer - Mammoth Ideas

07/2014 to 05/2015

PHP Web Developer and SEO responsible for turning graphic comps into functioning websites and web applications. Presented progress to clients, collected feedback, and directly addressed concerns.

Head Of Account Services - Yellow Bus Advertising

08/2012 to 02/2014

Account Executive and primary point of contact for all clients. Wrote all agency proposals. Audited media buys to negotiate make-goods with every major CA and NV television network. Oversaw digital, outdoor, and POS Content Marketing for all clients. In-house SEO and Web Development expert.

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 for fashion and film.

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.

Awards

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

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

Post-Secondary Education

University Of New Mexico

08/2004

- Completed 4 semesters as a Fine Arts Major with 4.0 GPA
- Completed 6-week Installation Art & Writing Workshop "Painting Your Inner Landscape"
- Advanced Placement Coursework in Computer Science (C++)
- Advanced Placement Coursework in Anatomy Physiology
- Advanced Placement Coursework in English Literature
- Paid my own way. Quit to open 14 restaurants. No regrets.

Technical Vocational Institute of New Mexico

05/2001

- Cordon Bleu Culinary Arts Certification