

# KENT DAGNALL

850-512-8681 | email@kentdagnall.com

## Professional Summary

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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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- Consumer Behavior
- Email Marketing & Lifecycle Automation
- SMS Marketing, D2C SMS Sales, PS+
- Copy, Content, Storytelling
- Design, Photography, Adobe Cloud
- SEO, HTML, CSS, JavaScript, PHP
- Talent, Training, Team Building
- Media Relations, Public Speaking

## Work History: Marketing

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### Email & SMS Marketing Manager - Perfect Keto

12/2021 - 05/2023

Klaviyo & PostScript+ Certified Partner responsible for lifecycle marketing automations. Interim Marketing Director (Jan-May 2023). Implemented the SMS Sales Channel. Launched ~10 new products incl. World's First Keto Mac & Cheese and Keto Cereal. Other duties: chief marketing copywriter, retail marketing, direct mail, creative direction, marketing analytics, fostering a vibrant company culture.

### Marketing Consultant - Working Cows Dairy

01/2020 - 11/2021

Retail Marketing, D2C Shipping Software, D2C Fulfillment, SEO & Content Marketing, Product Photography, Packaging, and Social Media. Learned to milk cows, make butter & cheese!

### Contract - Ancestral Supplements

03/2021 - 07/2021

Wrote product pages and promotional copy for Paleo/Keto nutritional products.

### Contract - Belcampo Meat Co.

05/2020 - 12/2020

Email Marketing Consultant responsible for Klaviyo integration and Lifecycle Automations

### Marketing Consultant - The Strong Sistas

05/2020 - 12/2020

Developed Affiliate 'Store' shopping experience and keto community forums.

### Marketing Consultant - White Oak Pastures

08/2017 - 04/2020

HubSpot Certified Partner responsible for D2C sales, International PR publicizing regenerative agriculture, Branding (not cows), Website Design, Email Lifecycle Automation, Content Marketing, Affiliates, Packaging Design, and Training.

- Marketing Consultant - Café Campesino & Sweetwater Coffee Roasters** 06/2017 - 08/2018  
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 project 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** 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.

## Appearances & Awards

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**Moving with the Market: How Top Brands Adapt for Success in any Economy** Panelist **Aug 2022**

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

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

## Post-Secondary Education

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### Certifications

- Klaviyo Partner - SMS Strategy Certified (renewed 11/2021)
- Klaviyo Partner - Product Certified (renewed 11/2021)
- Klaviyo Partner - Google AdWords Integration (05/2023)
- PostScript+ Partner (01/2022)

### 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"
- Paid my own way. Quit to open 14 restaurants. No regrets.

### Technical Vocational Institute of New Mexico

05/2001

- Cordon Bleu Culinary Arts Certification