

# KENT DAGNALL

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## 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, Lifecycle Marketing
- Project Management, Agile, Scrum
- Media Buying, Video Production
- SEO, Content, Storytelling
- Design, Photography, Adobe Cloud
- Mentoring, Training, Team Building
- CMS, HTML, CSS, PHP
- Media Relations, Public Speaking

## Employment

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### Email & SMS Marketing Manager - Perfect Keto

12/2021 - 05/2023

- Klaviyo & PostScript Certified Partner responsible for deliverability, regulatory compliance, lifecycle marketing automations, and campaigns to 1M+ active users.
- Partnered with PostScript+ to increase SMS campaign frequency.
- Integrated Repeat, Recharge, and Rebuy with subscriber/replenishment automations.
- Implemented and gave feedback on the new PostScript SMS Sales Channel as a major revenue driver during downturns.
- Launched ~10 new products incl. World's 1st Keto Mac & Cheese and Keto Cereal.
- Other duties: chief marketing copywriter, direct mail, creative direction (graphics), marketing analytics, and fostering a vibrant company culture.

### Marketing Consultant - KentDagnall.com

07/2015 - 11/2021

- Omnichannel marketing strategist for organic farms, regenerative food brands, and B-Corps:
- **Belcampo Meat Co.** Klaviyo/Shopify integration and customer lifecycle automations
- **White Oak Pastures** HubSpot Certified Partner. D2C eCommerce, international PR publicizing regenerative agriculture, branding (design not cows), website development, SEO, lifecycle automation, content marketing, affiliates, packaging design, and training
- **Ancestral Supplements** PDP content for Paleo/Keto nutritional supplements
- **Café Campesino** D2C Strategy, Consumer Persona Development, HubSpot CRM Setup and Training, Product SEO, Content Marketing, Email Marketing Automation, and Event Management

### Senior Website Developer - Mammoth Ideas

07/2014 to 05/2015

- WordPress CMS PHP developer turning graphic comps into websites and apps.
- Presented progress to clients, collected feedback, and directly addressed concerns.

- Head Of Account Services - Yellow Bus Advertising** 08/2012 to 02/2014
- Point of contact for agency clients. Project manager directly supervising social media, SEO, and web development.
  - Wrote all project 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 major CA and NV television network and radio station.

- Online Marketing Strategist - Fierro Communications** 05/2008 to 11/2011
- Managed projects to transform public opinion about important issues for Nevadans, elected leaders, labor unions, attorneys, casino hotels, and one \$6B public-private partnership.
  - Food & Beverage PR and event planning for major Las Vegas Casino/Hotels and restaurants.

- Freelance Web Designer** 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 & Chef** 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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**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**

## Education

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### Certifications

- Google Project Management Professional Certificate 06/2023
- Klaviyo Partner - SMS Strategy Certified 11/2021
- Klaviyo Partner - Product Certified 11/2021
- PostScript+ Partner 01/2022

**University Of New Mexico** 08/2004

- Completed 4 semesters as a Fine Arts Major with 4.0 GPA
- Paid my own way. Quit to open 14 restaurants. No regrets.

**Technical Vocational Institute of New Mexico** 05/2001

- Cordon Bleu Culinary Arts Certification