

KENT DAGNALL

850-495-9160 | email@kentdagnall.com | Pensacola, FL | Remote

I build revenue infrastructure and brand authority for CPG, wellness, and hospitality companies. Repeated success joining organizations at pre-launch or inflection points, establishing demand generation systems from zero, and opening national sales channels. Deep expertise in HubSpot/Klaviyo operations, email/SMS at scale (1M+ users), AI implementation, and executive counsel to founders.

Professional Experience

Director of Communications - Seed Oil Free Alliance

05/2024 - present

Joined pre-launch organization with zero infrastructure; created media relations, communications and sales manager roles from scratch.

Demand Generation & Sales Infrastructure

- Architect of HubSpot CRM Sales Workspace now managing 4,000+ sales qualified leads
- Built personalized email sequences, A/B/C tested by industry, product category, and event
- Replaced founder's tedious manual outreach with professional automated systems
- Closed national food brands via automated sales sequences

National Retail & Brand Pipeline

- Enabled retail conversations with grocers nationwide.
- Scaled from 0 to 60+ certified brands

Media Relations & Content Authority

- Secured NPR Morning Edition, Planet Money, Forbes, Food & Wine; doubled social media reach
- Built top-ranked Knowledge Center (human + AI search) for seed oil education; expert-reviewed content with physicians, dieticians, and scientists
- UC Davis avocado oil adulteration study still dominating news cycle

Director of Retention (Promoted) - Perfect Keto

01/2023 - 05/2023

Promoted from Email/SMS Sales Manager. Led customer retention strategy for leading keto CPG brand during a high-growth phase while fostering vibrant company culture.

Lifecycle Marketing at Scale

- Managed deliverability, regulatory compliance, and lifecycle automations for 1M+ active users while absorbing additional retention and loyalty program responsibilities
- **Klaviyo & PostScript Certified Partner** responsible for campaign execution and platform optimization

Revenue Innovation & Product Launch

- Partnered with PostScript to increase mobile marketing frequency; implemented SMS Sales Channel as major revenue driver
- Led go-to-market for 10 product launches including World's First Keto Mac & Cheese

Creative & Analytics Leadership

- Served as chief marketing copywriter, interim creative director, direct mail manager, and marketing analytics lead.
- Recruited and managed creative and analytics teams
- Mentored junior staff and facilitated interdepartmental collaboration.

Email & SMS Marketing Manager - Perfect Keto

12/2021 - 01/2023

Klaviyo Certified Partner managing 1M+ subscriber daily newsletter. Promoted to Director of Retention; retained existing responsibilities while assuming direct supervisor's loyalty program and creative portfolio.

Principal Consultant / Fractional CMO - Kent Dagnall Consulting

07/2014 - 11/2021

Retainer-based inbound marketing and growth consulting for CPG and wellness brands.

White Oak Pastures — Certification Launch & DTC Transformation

- Launched Regenerative Grassfed Certification; generated worldwide media coverage establishing “regenerative agriculture” as common industry term
- Rebranded and designed new website (2018), triggering explosive DTC sales growth from near-zero baseline
- Built online delivery center including shipping software, customer service infrastructure, and packaging design for perishable goods
- Designed biodegradable packaging from post-consumer waste; packaging told brand story through graphic art

Head of Account Services - Yellow Bus Advertising

08/2012 - 02/2014

Led client services and project management for award-winning advertising agency.

- Produced award-winning TV commercials for Bay Area audiences; team won six Silicon Valley ADDY Awards for Advertising in the Arts & Sciences and Animation
- Served as point of contact for accounts including NASCAR, Monterey Jazz Festival, and San Jose Repertory Theatre
- Audited media buys; negotiated make-goods with every major CA and NV television network and radio station

Online Marketing Strategist - Fierro Communications

05/2008 - 11/2011

Managed public affairs and hospitality marketing portfolio for the PR agency serving Nevada's highest-profile clients.

- Crisis Communications: Handled global crisis communications strategy for the criminal trial of Michael Jackson's personal physician, Conrad Murray
- Public Affairs: Transformed public opinion on important issues for Nevadans, elected leaders, labor unions, attorneys, and casino hotels
- Hospitality PR: Food & beverage PR and event planning for major Las Vegas casino hotels and restaurants

Honors & Awards

Telly Awards Outstanding Regional TV Restaurant Advertising

Silicon Valley ADDYs Advertising for the Arts & Sciences, Animation & Integrated Campaigns

Technical Expertise & Certifications

Marketing Technology Stack

- HubSpot Developer: Sales, CRM & Marketing Hub (Certified Partner since 2016)
- Klaviyo (Partner + SMS Strategy Certified)
- PostScript (Certified Partner)
- Apollo.io, Salesforce (familiar)
- Google Analytics, Google Project Management (Certified Jun 2023)

Core Competencies

- Demand Generation & Lead Nurturing
- Marketing Automation & CRM Architecture
- Email/SMS Lifecycle Marketing
- Sales Enablement & Pipeline Management
- Media Relations & Executive Communications
- Ghostwriting & Content Strategy
- Creative Direction & Brand Development
- CPG E-commerce & DTC Growth

Education

University of New Mexico, College of Fine Arts, 08/2004