

# Kevin Watson

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## PROFESSIONAL EXPERIENCE

2017

Present

### Digital Marketing Manager | Good Ink and Michigan Awesome

Primarily responsible for the technical development and maintenance of multiple eCommerce platforms in addition to digital marketing, IT, design, sales, and customer service for two companies.

- Developed new ordering solution handling nearly \$35k of orders in FY17
- Created AdWords campaigns that performed at 5X ROI Oct - Dec 17
- Reduced annual digital marketing expenses by \$4,500 and digital marketing spend by 30% YOY
- Increased website conversion rate by 9% YOY after developing new website theme
- Introduced new automated email and Google Shopping campaigns to produce over \$20k in revenue in FY17

2016

2017

### Web Developer | Rapid Development Group

Responsible for turning business requirements and project ideas into clearly defined deliverables that make sense to clients and developers alike.

- Secured a new client and projects exceeding \$100k in revenue
- Developed a new client request workflow handling 150+ assignments
- Responsible for acting as project lead for 10 concurrent projects
- Increased social following by 40% within 3 months

2012

2016

### eMarketing Specialist | Gordon Food Service

Responsible for driving new customer growth and existing customer sales through web, email, search, and social channels.

- Contributed to increasing digital leads by 47% in FY15
- Helped increase new customers by 19% in FY15 resulting in sales of \$30m
- Acted as product owner for over 25 digital marketing tools
- Rolled out new sales tools to three business units in FY15
- Launched a multilingual email marketing program in Canada in FY15
- Launched new corporate brand and websites in FY14
- Managed four teams of contract web development resources
- Managed multiple project budgets in excess of \$200k
- Consolidated digital marketing tools to save over \$20k annually

## EDUCATION

2008

2012

### Hope College, Holland, MI

Bachelor of Arts Cum Laude: Communication

Minors: Computer Science | Business Management

#### Campus Involvement and Awards:

Dean's List 2008 - 2012

Lambda Pi Eta Communication National Honor Society

M. Harold Mickle and Michigan Campus Compact Heart & Soul Award Recipient

National Conference for Undergraduate Research Participant

Dance Marathon Executive Director

## SKILLS

### PROJECT MANAGEMENT



### FRONT END WEB DEVELOPMENT



### ADOBE CREATIVE SUITE



### VIDEO PRODUCTION



### CONTENT MANAGEMENT



### AGILE DEVELOPMENT



### DIGITAL ANALYTICS



### SEARCH ENGINE MARKETING



### EMAIL/SOCIAL MARKETING



### DESIGN/BRANDING



## ACCOMPLISHMENTS

Master Financial Coach, Ramsey Solutions

Vice President of the Executive Board,

*Michiana Christian Camp*

Gold Club Member, Gordon Food Service

Emerging Leader, Gordon Food Service

Founder/Owner, Pauley Productions LLC