

KEVIN WEBB

Marketing Professional • Intelligence Analyst

Columbus, GA

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/kevinwebb22

www.kevinwebb.info

Marketing professional with 17 years of experience that includes marketing strategy, creative direction, marketing analysis, team management, technology integration, and executing industry-proven tactics to increase leads and drive sales growth. Strong technical proficiency with the most widely used creative software programs and marketing tools in the industry.

EDUCATION

Communications

Lee University
2003 - 2005

Intelligence Operations

Marine Corps Intelligence School
2010

Counterterrorism, A.A.

American Military University
2013 - 2015

Homeland Security, B.A.

American Military University
2017 - 2018 (Projected: 21 credits remaining)

Geospatial Intelligence

Marine Corps Intelligence School
2019

Member

National Society of Collegiate Scholars

SKILLS



EXPERIENCE

Marketing Manager | Path-Tec

2014 June - Present

- Responsible for strategic direction and execution of all marketing activities
- Conduct appropriate market research on competitive services and companies
- Develop and maintain firm's brand identity and creative guidelines
- Manage HubSpot CRM, marketing automation, and lead nurturing program
- Develop sales programs, promotions, and sales tools
- Manage website and develop online strategies focused on lead generation
- Plan and execute corporate events, client events, and trade shows
- Generate qualified leads to drive year-over-year sales increases of 20-30%

Director of Marketing | Institute for Healthy Living

2013 February - 2014 June

- Responsible for strategic direction and execution of all marketing initiatives
- Led team of web developers, graphic designers, and content writers
- Responsible for ecommerce marketing initiatives and sales growth
- Oversaw email campaigns: promotions, graphics, content, and reporting

Senior Project Manager | Vrooom Web

2010 November - 2013 February

- Managed the development of 30+ websites from conception to launch
- Led a team of web developers, internet marketers, and content writers
- Managed all project outlines, deadlines, expenses, and employee hours

Director of Marketing | Damascus Homes

2005 August - 2009 October

Prior: Marketing Manager, Field Marketing Coordinator, Marketing Intern

- Increased traffic to corporate website and neighborhood communities
- Developed and implemented geo-specific SEO and SEM strategies
- Designed advertising media, billboards and community entrance monuments
- Managed CRM and sales call center and improved customer experience
- Conducted marketing analysis: demographics, competitors, and buying trends
- Developed concepts and layouts for model home sales offices

Marine Corps Reserves | Intelligence Analyst | Imagery Analyst

2009 October - Present

- Imagery Analyst at 4th Marine Aircraft Wing (4th MAW)
- Senior Analyst for Joint Intelligence Operations Center Europe (JIOC-EUR)
- Intelligence Operations Advisor to Belize
- Security Cooperation Team Intelligence Liaison to U.S. Embassy in Belize

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