

Kevin Johnson

Construction Marketing Expert
Strategic, Innovative, and Creative

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OBJECTIVE

I am highly creative, innovative, and strategic. My decisions and plans are made through analytics and strategic planning which showcase proven results in my work and for the company. I have a passion for digital marketing and enjoy creating and formulating new strategies, content, processes, and graphics to improve brand awareness and generate leads. I'm a team player who enjoys providing vision, direction, and support that corresponds with the company's vision. I love leadership, encouraging others, and strongly believe in self-improvement.

SUMMARY OF QUALIFICATIONS

- Over 12 years of experience managing and leading marketing teams.
- Proven record of providing vision, direction, mentorship, and support to team members
- Highly creative and experienced in digital visualization, marketing, and strategic implementation.
- Skilled in strategic creating/writing content for articles, newsletters, social media, and blogs.
- Has 19+ years of professional graphic design experience in marketing and web advertising.
- Highly experienced in web technology which includes SEO, SEM, Pay-Per-Click, Social Media Strategies, Mobile implementation, Smart Content, Google Analytics, Email Marketing, Web Coding, and CMS.
- Excellent team player with great communication skills in both non-technical & technical processes.
- Experience communicating complex web technology and opportunities to non-technical decision-makers.
- Great presentation and public speaking skills.
- Personality: Energetic, self-motivated, and responds well under pressure.
- Extremely fast learner and able to understand new technologies/software products that become available to enhance content creation and messaging.
- Able to work with Vendors managing and planning projects.
- Able to effectively train and mentor other team members.
- Great written and oral communication skills.

SKILLS SOFTWARE / TECHNICAL

- Adobe Creative Cloud, Photoshop, Lightroom, Dreamweaver, Illustrator, After Effects, Premier, Edge Animate/Flash, CSS, HTML 5, Word, Excel, PowerPoint, Prezi, Revit, Procore, Google Ad-words, Google Analytics, SEMRush, Mailchimp, Microsoft Dynamics

PROFESSIONAL EXPERIENCE

[KBD Group – Senior Marketing Manager](#). (2022 - Present)

- Lead and manage a team of proposal managers and coordinators as well as the overall proposal development process.
- Responsible for leading, managing, and developing content while utilizing writers, graphic designers, and web developers.
- Continuously improve the proposal management process, content, tools, and templates and incorporate learning from previous submissions.
- Responsible for pursuing new opportunities by expanding the company's offerings.
- Develop and execute marketing and operational programs to drive lead generation, customer acquisition, and revenue growth through digital marketing.
- Manage and oversee all internal and external marketing initiatives and programs.
- Review analytics and identify areas for improvement.

[KBD Group – Marketing Manager](#). (2020 - 22)

- Implemented online Lead generation strategies that helped increase Sales by **8%**
- Manage in-house marketing team and external agencies required to deliver marketing plans to generate

leads.

- Write, direct, and collect content for newsletters, websites, and various marketing materials.
- Built website <http://kbd.group> in-house and provide weekly updates which includes producing articles, updating graphics, creating animation, and implementing video.
- Manage content, visual marketing strategies, and plans including coordinating with other teams.
- Work with Executives to assure consistency of brand, messaging, and marketing efforts.
- Lead Proposal and Qualification development from concept to completion which includes graphic design, writing, organizing, meetings, printing, and shipping solutions
- Manages the creative development of all marketing tactics for each marketing campaign and program, including email marketing, brochures, web content, flyers, newsletters, and other projects.
- Provides leadership and direction to Marketing personnel, and develops and implements appropriate methods, practices, and policies to assure consistency across all media platforms.
- Provide reports, performance data, and analytics to measure ROI.
- Lead the execution of marketing programs from start to finish and drive collaboration with partners.

KBD Group – Marketing Supervisor. (2015-Present)

- Lead the department's digital marketing efforts through strategic planning and implementation with proven results within two years.
300%+ Improved web traffic | 400%+ improved social media audience.
- Develop and deliver marketing communication strategies for the organization that improves growth and brand recognition.
- Supervise a marketing team, which includes hiring, training, workloads, schedules, and deadlines.
- Manage online presence and direct programs to improve brand, reputation, and recognition.
- Develop company communication documents such as articles, newsletters, and white papers that serve as the source of truth for marketing and construction purposes.
- Provide senior-level experience in graphic, web design, SEO, and creative writing
- Utilize coding knowledge of HTML and CSS development for web and email marketing.
- Manage Social Media marketing campaigns and strategies.
- Provide creative direction, training, and mentoring to employees.
- Manage agency providers, interns, and freelancers while providing contract negotiation and management.
- Organize multiple jobs and projects daily, meeting deadlines and expectations while improving productivity.
- Provide marketing and strategic direction to multiple industry organizations and associations.

Georgia Power – Economic Development Rep / Senior Visual Designer. (2008-2015)

- Providing website consulting and improvement strategies for communities which resulted in strengthening online presents for economic development:
- Managing and leading the redesign of our SelectGeorgia.com. This includes leading a team of 6 while managing contractors providing art direction and budget to assure a successful implementation.
- Monitor, oversee, and drive web development efforts for the organization by researching and implementing tools and processes to improve efficiency.
- Specialized in visual marketing responsible for designing, developing, and creating, advanced graphics, websites, 3D virtual tours, and mobile websites to help improve marketing strategies for Georgia's communities.
- Manage social media communication initiative for the department which includes ConnectED (blog), Facebook, Twitter, YouTube, & LinkedIn accounts.
- Responsible for web architecture decisions to ensure well-thought-out design and conceptualization for local development authorities and communities.
- Convert new technology into practical applications for prospect and community development activities.
- Support Business Development by conceptualizing additional web products and presenting those products to the client.
- Present to leadership groups and communities about the importance of Economic Development.
- Build and strengthen productive relationships within Community & the Economic Development with internal and external partners through supportive, open, clear, and transparent interactions.

Georgia Economic Developers Association (GEDA) – Marketing and Communication Chair. (2012-2015)

- Lead team of 22 professional writers, designers, marketing experts and web specialist.
- Implement new marketing and branding strategies for the organization to ensure GEDA is recognized as a voice in economic development.
- Advise and develop plans to ensure GEDA members connect with their state representatives.
- Provide support for all events including luncheons, Spring, and Annual Conferences.
- Engage members through effective communications using surveys, text marketing, social media, and QR codes.
- Implementing new guidelines to ensure consistency across the organization.

Southern Economic Development Council (SEDC) – Education Committee Chair (2017-2019)

- Lead a team of Executives, Directors, and other business professionals to improve education initiatives in the association.
- Improve participation in SEDC Webinars.
- Solicit white papers for original content online
- Solicit timely topics that can be researched, content curated and placed on “SEDC U.”
- Identify timely workforce development topics and best practices that can be used for online content and topics at meetings
- Identify and promote colleges and universities in our region with economic development programs.

Georgia Power Corporate Communications - Senior Multimedia Designer (2005 – 2008)

- Marketed and introduced new software to create online virtual tours and provide new services.
- Designed, created, and managed over 60 websites. Including: Marketing toolkit, Bright Generations, Working Parents Affinity Group, Amigos Affinity Group, electric cooking campaign, 3D Energy Saver house, Southern Power, etc...
- Modeled 3D products with rendered camera movements for the Technology Application Center.
- Drew and created characters, including motion and lip sync animation for special events.

Word Aflame Tabernacle Church – Associate Pastor (2004 - Present)

- Trustee responsible for providing input and direction for major church functional decisions.
- Manage/Lead the ushering staff, including developing new strategies to improve performance and workflow.
- Implement leadership strategies for membership growth, development, and overall church functions
- Public Speaking in front of the congregation each week, including spiritual lessons, preaching, teaching, encouragement, and correction.
- Support the vision of the Pastor and youth leader, through marketing and social media techniques.
- Counseling and supporting the spiritual, emotional, and personal needs of the members through clear and transparent communication.

EDUCATION / Certifications

School: Art Institute (2003)
Degree: **Bachelor of Fine Arts (BFA)**
Major: Media Arts and Animation

Training: Georgia Institute of Technology (2010)
Degree: Certification of Completion
Major: Basic Economic Development Course

Training: Georgia Power
Degree: **Certification of Completion**
Major: Emerging Leader Program (2015)
Info: Special 6-month training program that selected 23 out of 3500 employees

School: Georgia Institute of Technology (2010)
Degree: Certification of Completion
Major: Basic Economic Development Course



A Captain is a problem solver who likes change and innovation while controlling the big picture.

▶ Watch a quick **video** on being a Captain

Self Awareness

Your motivating drives tell us that you tend to be:

Moderately

Independent
Assertive
Self-confident

May need some

Independence
Control of own activities
To be challenged

Moderately

Outgoing
People oriented
Persuasive

May need some

Opportunities to interact
Social acceptance
Opportunities to influence

Very

Intense
Restless
Driving

May need lots of

Variety
Opportunities to work at a faster than average pace
Mobility

Moderately

Serious and Informal
Diligent and Tolerant of uncertainty
Reserved and Flexible

May need some

Balance of: Understanding of rules and regulations and Freedom from rigid structure
Specific knowledge of the job and Freedom of expression
Freedom from risk of error and Opportunities to delegate details

At Work

Your colleagues may perceive you as someone who is naturally:

Proactive

Proactivity, assertiveness, and sense of urgency in driving to reach personal goals. Openly challenges the world.

Independent in putting forth their own ideas, which are often innovative and, if implemented, cause change. Resourcefully works through or around anything blocking completion of what they want to accomplish; aggressive when challenged.

Quick to connect

Proactively connects quickly to others; open and sharing. Builds and leverages relationships to get work done.

Comfortably fluent and fast talk, in volume. Enthusiastically persuades and motivates others by considering their point of view and adjusting delivery.

Your Journey Forward

To continue becoming more self-aware and drive your workplace behavior forward:



Request more insights and behavioral tools from your PI expert.

Send a request now



Learn how to leverage these insights today.

Show me how



Assessment Date:
Behavioral ID: 471-4867-159