

KEVIN WORK

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Profile & Target

SENIOR CREATIVE & DIGITAL MARKETING

A powerhouse creative who pushes the envelope through innovative design and fresh ideas with lasting impact, constantly fusing design with the latest in media technology. Entrepreneurial zest and corporate polish galore.

- ❑ 20 years' experience creating functional, high-impact websites and marketing campaigns that improved traffic and performance in target markets, positively impacting revenue and brands for SMBs and Fortune 500 corporations.
- ❑ Responsive design skills to optimize email campaigns and landing pages for desktop/mobile conversions. Exceptional at grasping web site user's needs and building an intuitive user interface. Branding expert, including style guides.
- ❑ Experience directing promotional campaigns across diverse media. Proven ability to inspire organizational clarity and creative brilliance, artistic talent, unify teams, and mobilize resources on multiple high-tempo creative projects. Exceptional in meeting tight deadlines and budgets while delivering outstanding work on every project.

RECENT AWARDS

ITSMA Marketing Excellence Awards Program finalist, 2021

The ITSMA awards honor B2B marketing programs and campaigns that have delivered superior performance in the four most critical aspects of marketing success: customer focus, innovation, execution, and business impact.

AVA Digital Awards - Platinum winner for "Integrated Marketing Campaign," 2021

Multimedia campaign developed to help the global manufacturing community overcome disruption from COVID-19, resulting in a dramatic increase in new client and partner relationships for InfinityQS.

Bronze Stevie® Award, The American Business Awards, 2021

"Marketing Campaign of the Year – Software & Apps" – Enact SAAS

CORE COMPETENCIES INCLUDE

Creative Direction & Production ▪ Design, Content & Idea Development ▪ Web Design & Development ▪ UX/UI ▪ Digital/Online Marketing ▪ Marketing Automation ▪ Segmentation ▪ Online Conversion ▪ SEM ▪ SEO ▪ PPC W3C Standards & Accessibility ▪ Information Architecture ▪ Lead Generation/Nurturing ▪ Google Analytics ▪ Sales Enablement ▪ Website Integration with Salesforce CRM ▪ Creative Advertising, Marketing & Promotions ▪ Project Management ▪ Productivity & Process Improvements ▪ Budgeting & Forecasting ▪ Vendor Negotiations

TECHNICAL TRAINING & TOOLS

Marketo & Pardot ▪ Kentico ▪ WordPress ▪ Adobe Creative Suite ▪ Mac & Windows Environments ▪ HTML ▪ CSS ▪ JavaScript ▪ Microsoft Office Suite ▪ Google Suite

Professional Experience

InfinityQS International | Austin, TX

Senior Creative & Digital Marketing Manager

2016 – Present

Hired to run digital marketing and web design/development—as well as brand and visual identity—across marketing mediums (websites, landing pages, print collateral, and tradeshow). I was responsible for the design and development of websites, landing pages and digital marketing campaigns. I worked closely with the CMO and key stakeholders to develop and execute these go-to-market programs. I also leveraged best practices to measure and optimize these programs to meet our objectives and budget.

- **Creative direction to help rebrand website and launch SAAS product and freemium platform** (via website product pages, collateral, and ecommerce solutions)
- **Grew digital marketing, SEM, and SEO** and increased web traffic by 300% using a combination of paid, social, and organic channels.
- **Championed marketing automation using Marketo** to run email/drip campaigns, A/B testing, and Salesforce integration, which increased qualified leads and sales opportunities.
- **Upgraded platform to enterprise CMS** and built out and migrated multiple websites onto Kentico—enabling content management, lead scoring, campaign/conversion tracking, and personalized content throughout the website.

APPTIX, INC. | Herndon, VA**Creative Director**

2008 – 2016

Spearheaded all facets of digital marketing and web design/development—as well as brand and visual identity—across marketing mediums (websites, landing pages, print collateral, and tradeshow). Led internal teams and external agencies in the design/development of product launches, websites, and creative campaigns. Hired and managed 2 web designers.

- **Transformed the Creative team, championed marketing automation, and helped launch 20+ new products** (via website product pages, collateral, and ecommerce solutions)—converting Apptix from a hosted Exchange email provider into a premier cloud-based communication and collaboration services business. This facilitated Apptix's successful move into the mid-market and enterprise space with a 100% increase in customers from 2009 to 2010.
- **Spearheaded rebranding strategy**, revamping all aspects of logo design and print/digital collateral to meet market demands. Created new corporate website. Principal stakeholder in 5 complete website redesigns.
- **Upgraded platform to enterprise CMS**, and built out and migrated multiple websites onto Kentico—enabling content management, lead scoring, campaign/conversion tracking, and personalized content throughout the website.
- **Implemented Pardot** and designed custom tools to allow marketing automation to run email/drip campaigns, A/B testing, and Salesforce integration—which increased qualified leads and opened up more sales opportunities.

AOL / VERIZON / RELIABASE / THEBIGZOO | Ashburn, VA**Web Consultant**

2007 – 2008

Built websites and Adobe Flash projects for client companies and managed the entire project scope, including information architecture, brand building, logo design, web design/development, and web application design.

- Contracted by **AOL** to perform Flash design work and programming. Built **Verizon's** user interface for proprietary web-based CRM. Created website and brand for **BigZoo**, as well as many partner sites. Designed and developed website and web apps for online startup, **Reliabase**.

AOL | Dulles, VA

2006 – 2007

Principal Web Designer

Served as Adobe Flash designer/developer to build mobile app prototypes. Designed and developed AOLMobile.com and AOL mobile sites/presence—including mobile AOL Portal, mobile website, and apps. Developed online marketing campaigns and landing pages for mobile products and apps. Designed partner movie promotions with AOL mobile site.

- **Conceived, designed, and developed first-to-market mobile greetings platform** that allowed users to create customized graphical greetings via text message. Successful promotion went viral, generating 500K+ in 6 months.
- **Designed user interface and architecture for AOL Instant Messenger (AIM) mobile presence**. Built out the look and feel of the first versions of Mapquest, Moviefone, and CityGuide for mobile apps and mobile internet. Led Flash design and ActionScript development for interactive mobile product demos.

GRANT PRIDECO, INC. | Houston, TX

2002 – 2006

Senior Web Architect

Recruited to develop and manage web entities and web applications user interface, building both front end and technical aspects. Rebuilt corporate website and online presence, consecutively driving web traffic increases over 4 years.

- **Architected intranet to store company documents**; built proprietary CMS from the ground up, partnering with developer. Designed front end and admin section, including permissions customization and logins for each employee.
- **Built knowledgebase web application** that saved millions in service costs, converting from newly-acquired firm's proprietary software. Managed information architecture, UI design, and branding.
- **Designed and developed online/offline computer-based training (CBT)** using Flash to provide constant and consistent training to floor staff. Lowered costs and accelerated time-to-market for training modules.

Education

Bachelor of Fine Arts, Advertising & Graphic Design, Sam Houston State University, TX