



## CONNECTING PEOPLE WITH BRANDS AND EXPERIENCES.

Resourceful and innovative Senior Marketing Manager with 18 years of experience across diverse sectors, specializing in tradeshow management, customer events, and virtual events. Known for enhancing campaign performance, optimizing brand visibility, and driving revenue growth through strategic branding, digital marketing, and web development. Proven ability to consistently exceed KPIs, lead cross-functional teams, and craft impactful global marketing strategies. Ready to apply deep analytical skills, creative solutions, and leadership expertise to drive transformative marketing initiatives in a forward-thinking organization.

### MARKETING DIRECTOR WEBCHECKOUT (CURRENT)

Software, SAAS, Higher Education, Film & Studio Production, Asset Management, Remote, Budget Management, People Management, Trade Show Management

- » Steered the strategic direction of the company's web marketing efforts across various sectors, leading to a 150% increase in lead generation and a 120% rise in conversion rates.
- » Led team in executing comprehensive marketing campaigns that resulted in \$3 million in annual sales, and a 10% YOY increase.
- » Initiated a comprehensive brand overhaul, which increased brand engagement by 200% and boosted online presence through SEO, content marketing, and sophisticated web design strategies.
- » Chaired cross-functional collaboration between marketing, sales, and product development teams, enhancing product portfolio and building sponsored development opportunities.
- » Managed company exhibitions at the NAB Show, Educause, and Labman tradeshows, overseeing budgets, sales teams, and outbound marketing communications to stakeholders. Ensured efficient execution and strong audience engagement.

### MARKETING/BRAND MANAGER HYBRENT INC. (2018-2021)

SAAS, Healthcare, Procurement, Startup, B2B, Remote

- » Orchestrated comprehensive marketing, branding, content creation, operations, and sales alignment strategies that significantly fortified the company's market standing.
- » Conceptualized and implemented captivating sales and marketing collateral, substantially amplifying the company's brand identity.
- » Successfully conducted and delivered over 100 high-stakes sales presentations, quotations, and RFPs within challenging time frames.
- » Led and accomplished the rigorous HiTrust certification process as the primary project manager, highlighting adherence to high-standard operations.
- » Spearheaded the management of social media campaigns, leading to substantial growth in online brand engagement and reach.
- » Led company participation in medical software tradeshows, managing budgets, coordinating sales teams, and crafting targeted marketing communications for stakeholders. Delivered seamless event execution and maximized brand visibility in the healthcare sector.

experience contd.

### SALES/MARKETING MANAGER CARLSON EXTERIORS (2015 - 2018)

Remodel Construction, B2B/B2C, Project Management, Community Marketing

- » Delivered exceptional customer service leading to an impressive contribution of \$1,000,000 in project sales for a highly-regarded construction firm.
- » Commanded end-to-end project management tasks including the coordination of client meetings, providing accurate estimates, overseeing efficient material procurement, and scheduling, ensuring seamless operations.
- » Chaired strategic marketing meetings aimed at effective budget allocation and the creation of captivating content/collateral, thereby driving overall marketing performance.
- » Managed company presence at local and regional home shows, overseeing budgets, sales teams, and marketing communications to boost brand visibility and customer engagement.

### MARKETING MANAGER IC FLOW CONTROLS (2014 - 2015)

Industrial Manufacturing Equipment, B2B

- » Spearheaded the brand and product marketing for five distinguished brands, successfully expanding sales channels to include key online marketplaces, thereby amplifying outreach.
- » Formulated and executed dynamic branding strategies that were globally adopted by the parent company, signaling a gold-standard for corporate identity.
- » Engineered a notable \$1.7 million year-over-year sales upswing and successfully coordinated the launch of three groundbreaking products, showcasing versatility and strategic planning prowess.



### ADDITIONAL EXPERIENCE (2001-2021)

Freelance Designer and Copywriter (2009-2022)  
Associate Brand Manager . Brasstech Inc. (2006-2009)  
Art Director/ Designer/ Copywriter, Iwanna (2005)  
Art Director/Copywriter, Raceweekly Magazine (2006)  
Visual Merchandising Manager, Belk Inc. (2001-2005)



### EDUCATION (2000-2025)

Appalachian State University - BS  
Advertising & Marketing, 2001-2005  
University of Illinois - MS (Current)  
Strategic Brand Communication 2024-2025



VOLUNTEER - WishBone Canine Rescue -  
Marketing / Technical Support / Software Implementation



TECH SKILLS & CORE COMPETENCIES -Adobe CC,  
Wordpress, Wix, MS365 (all), G-Suite, Google Analytics, Hubspot,  
Salesforce, Proposify, Asana, Hootsuite, Meta, Adwords, macOS/  
Win11/Linux, Cheetah 3D, Apple Keynote, MS Projects, Jira,  
Confluence, OpenAI, Firefly...

PORTFOLIO URL  
[THEKIRKBRAND.COM](http://THEKIRKBRAND.COM)

KIRK