



LANCE KENT

MARKETING | DEVELOPER | INTERACTIVE

713.730.9076
lance@lancekent.com
lancekent.com

MrLanceKent
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"Don't Wait For Opportunity, Create It"

Results-driven professional with demonstrated success creating, designing, developing and managing effective small to large-scale digital marketing strategies from beginning to end. Highly focused on the customer journey using data driven analysis to launch behavioral targeting campaigns with emphasis on automation. Proven ability to lead and motivate high performance teams. Effective at organizing resources and multitasking multiple projects in order to meet shareholder expectations and deadlines.

ABOUT ME

I am a Digital Marketing Expert / User Interface Developer focused on automation and triggered campaigns. I leverage my extensive agency background in Digital Marketing, UX Strategy, Interactive Design, Front-End Development, Email Development and Variable Data Programming to be the foundation for creating digital interfaces to increase brand awareness, retention and promote loyalty. I am proficient in multiple environments, languages and possess a highly versatile set of skills and experience.

EDUCATION

Biomolecular Engineering
Texas A&M University
College Station, TX

Biomolecular Engineering
University of Houston
Houston, TX

EXPERIENCE

Variable Data Programmer
Toyota (Gulf States)

Web Project Manager
Hart Energy

Digital Marketing Manager
On-Target!

Founder
Nemesis Media Group

Web Director
Offshore Engineer

NDT Operator
Huntsman Chemical

ACCOLADES

Innovation & Excellence
Toyota Awards
2020/2019

Best Landing Page
Lantern Awards
2018/2017/2016/2015

SEO Campaigns
Lantern Awards
2018/2017/2016/2015

Best Website Design
Hart Energy Awards
2011/2010/2009

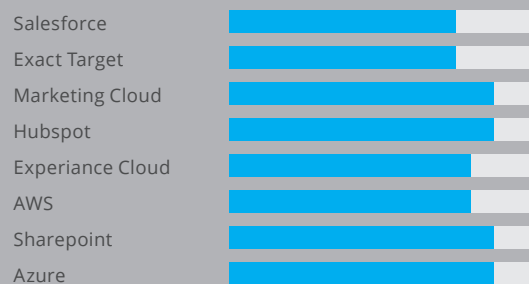
Website (Budget > \$500,001)
Lantern Awards
2018/2017

Innovation Design
Adobe Community Las Vegas
2008/2007/2006

PROFESSIONAL



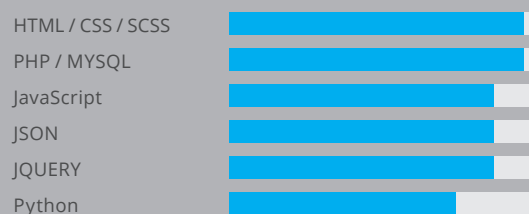
ENVIRONMENTS



SOFTWARE



LANGUAGES





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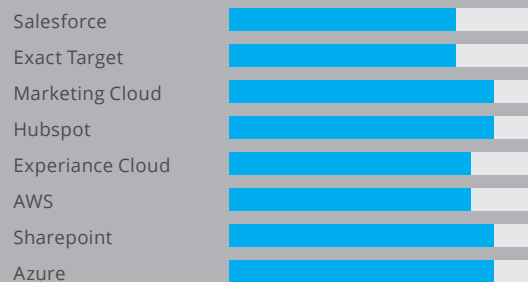
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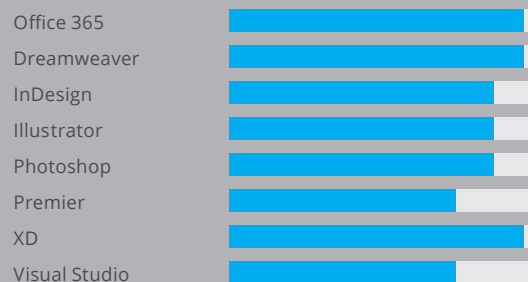
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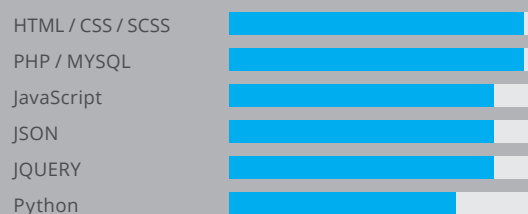
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TOYOTA (GULF STATES)

Experienced marketing automation and CRM transformation with proven ability to manage multiple campaigns while meeting tight deadlines. Recognized for the ability to think "outside the box" in delivering new solutions to old problems by using strong analytical and communication skills. Responsible for bridging IT and creative teams to deliver product campaigns more efficiently.

VARIABLE DATA PROGRAMMER / EMAIL AUTOMATION

Marketing automation solution expert with over 16 years of experience in customer journeys, lead nurturing management, email development / deployment / marketing, and SMS, social marketing operations. Excels at designing and executing marketing campaigns that generate leads, increase brand awareness / loyalty to drive sales. Passionate about using technology to automate marketing processes and improve customer engagement.

- Developed and implemented marketing automation strategies to increase sales, including email campaigns, landing pages, and automated lead nurture strategies.
- Managed the development of content for emails, landing pages, webinars, etc., ensuring that it is engaging and effective in driving desired actions from customers.
- Collaborated with cross-functional teams (IT & Creative Operations) to develop a comprehensive digital strategy for each brand within the portfolio efficiently.
- Analyzed data using tools such as Google Analytics or Adobe Experience Manager to identify opportunities for optimization and growth across channels.
- Provided recommendations on how to improve performance based on analysis findings and collaborated with other members of the team to implement changes where appropriate.
- Created and maintained a comprehensive marketing automation platform, including email campaigns, landing pages, drip campaigns and lead scoring
- Developed an inbound marketing strategy to increase traffic through SEO best practices and content creation

JUST SOME OF THE WORK





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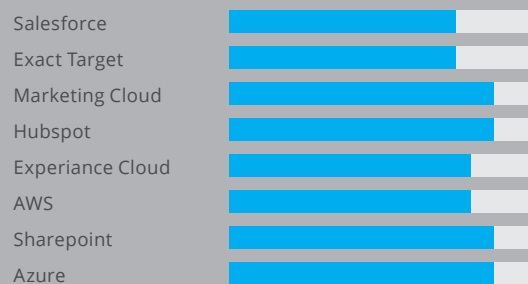
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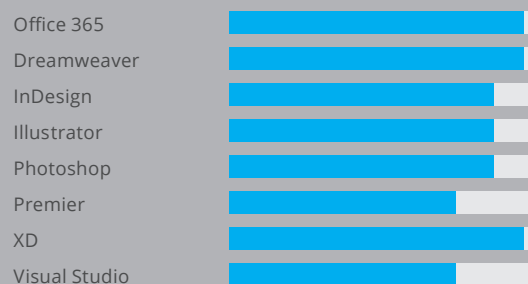
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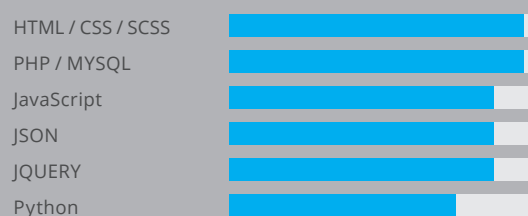
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LANGUAGES



ON-TARGET!

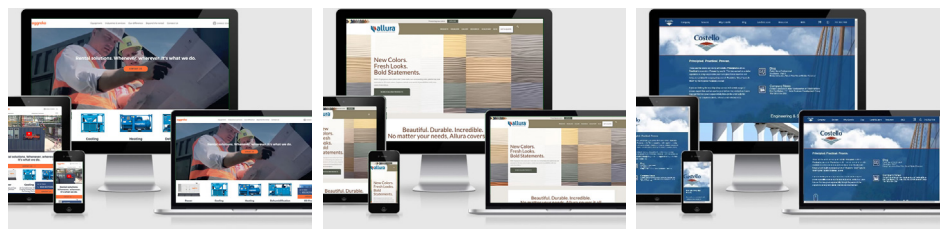
Developing business strategies for our digital hosting infrastructure, web development and interactive UX/UI designs. Pioneered the digital advertising management platform and facilitated the deployment and training of sales staff. Managed the digital publishing delivery schedule and allocated resources to meet publishing deadlines of weekly newsletters and monthly digital magazines creating trust with digital subscribers.

DIGITAL MARKETING MANAGER

Oversee and contribute to the significant development of custom web applications for all of digital properties using a variety of content management systems (CMS) and web applications. These applications are primarily database-oriented and used to administer content, reuse data, and deliver content to web pages in order to enhance user experiences and usability. Design and oversee the development of our digital properties by building new or enhancing existing templates and integrating new technology and New Media Research and implementation to increase responsiveness and usability.

- Select and implement search engine server
- Hire and manage of our growing web staff
- Oversee overhaul of design and structure of top-level pages across all digital properties
- Select and implement of a database-driven platforms
- Coordinate innovative content delivery with director of media relations, director of marketing communications, director of community relations and the executive director of communications
- Programming and page development in Facebook, Twitter, YouTube, LinkedIn, Wordpress, Blogger, imodules, Hootsuite and other social network programs
- Develop videos using Adobe Flash and/or Premiere for consumer media.
- Development and coordination HTML email design
- Select and implement project management systems to track web department projects
- Coordinat of classes for the instruction of new technologies and CMS usage
- Monitor via web statistics via Google Analytics and other programs
- Serving on multiple committees - CMS, Social Networking as well as numerous development, creative and usability groups

JUST SOME OF THE WORK





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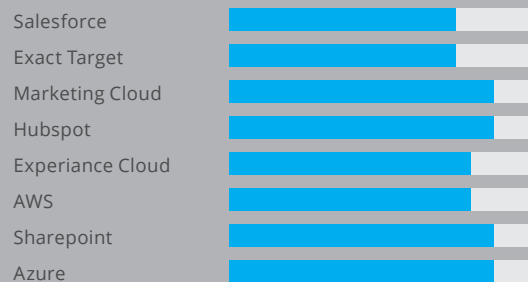
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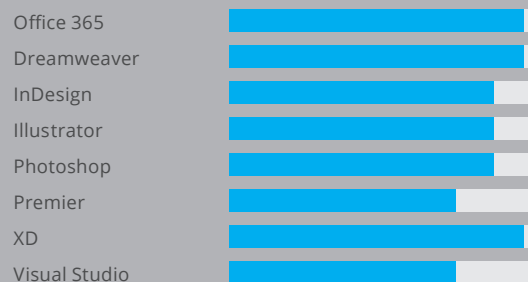
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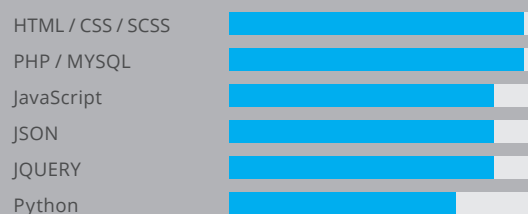
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OFFSHORE ENGINEER

Progressive expertise in technology planning, implementation, product development and business operations. In these roles, I was responsible for the overall technology vision, driving complex digital engineering initiatives and collaboration, including all facets of digital development, infrastructure and architecture requirement to manage hundreds of users, with millions of visitors to the digital properties.

DIRECTOR OF WEB DEVELOPMENT

Lead a complex and cross-functional technology team with a diverse array of informational products and services, aligning the goals and projects of the company, including 50+ web properties and mobile applications. Have created and fostered a culture of inspiration and innovation with an advanced technology, user experience, and digital operations staff of around 120 employees and contractors across 7 global locations.

- Maintain and progress the digital and architectural roadmap, setting vision and strategy for digital operations and product development
- Analyze data and traffic patterns to make the most cognizant decision when it comes to selecting and building out the technical infrastructure for scale and growth
- Launched more than 10 new or revamped web properties, along with mobile apps
- Upgraded the B2B digital ad platform for managing all digital advertising, not only saving cost, but also creating new revenue opportunities with diverse advertising elements
- Facilitated the migration of the Enterprise CMS to accommodate growth, using responsive and adaptive design for mobile compatibility across all devices, regardless of size, for our web assets
- Key member of the team responsible for putting on conferences, including bringing digital media aspects into play, in a traditional media conference business. This was a factor of streaming media techniques, lead retrieval, contests, web and mobile product offerings, on a global level
- Aligned Board expectations with realistic timeframes and goals, to meet larger objectives, including managing the technological element of multiple acquisitions.

JUST SOME OF THE WORK

