

KENTON WILLIAMS

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A marketing professional with the ability to think and execute both strategically and creatively, by leveraging 20+ years of marketing experience and 14 years of managerial experience. Ability to manage all phases involved with launching marketing department from budgeting and reporting, hiring, mentoring, and developing direct reports. Present marketing strategies which produce Key performance and profitable/identifiable results.

SKILLS

Technology Aptitude	Marketing Automation	Multiple Customer Segments	Analyze Social Media Insights
Strong Collaboration Skills	Outbound/Inbound Strategies	Sales Enablement Platform	Digital Media Campaigns
Influence Across Organization	Marketing & Sales Strategy	Actionable Guidance	Marketo
Cross-Functional Processes	Digital Marketing Adoption	Brand Building	Advertising Marketing
Technology Implementation	Demand Generation	Press Release	Project Management
Marketing Processes	Channel Management	Drive Brand Awareness	Digital Guest Experience

EDUCATION

Southern Methodist University (SMU), Cox School of Business
Executive Master of Business Administration (MBA)

DALLAS, TX
1996

Atlanta College of Art (ACA)
Graphic, Multimedia, and Interactive Design

ATLANTA, GA
1997

WORK EXPERIENCE

FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY (*UNEMPLOYMENT AGENCY*)

ORLANDO, FL

DEO Agent - Claims Specialist

5/2020 – 1/2021

- Provided one-on-one unemployment claim support, by listening to claimant's issues, identifying bottlenecks preventing claim from processing successfully, and providing clear next-step resolution instructions; **resulted** in moving unemployment claim through the process.

Tetra Tech, Inc. (*Consulting, Engineering, and Technical Services*)

NATIONAL

Operations Manager, Supervisor, Damage Assessor / Tier II Inspector, Task Force Leader, Field Debris Monitor

10/2017 – 5/2020

- Managed the implementation and rollout of SaaS-based route mapping software, training and managing staff members, and managing day-to-day route planning; **resulted** in faster curbside debris collection, increased staff productivity, along with greater visibility of overall workforce activities.
- Led the safe removal of fire debris from residential properties, by following the Debris Removal Operations Plan (DROP) requirements to conduct daily safety meetings, along with ensuring the Job Hazard Analysis (JHA) and Health & Safety Plans (HASPs) were implemented and followed enforced; **resulted** in total Personal Protective Equipment (PPE) compliance that ensured successful compliance and safety audits by the United States Army Corps of Engineers (USACE) and Occupational Safety and Health Administration (OSHA).
- Conducted onsite homeowner interview to document structural damages from natural disaster, by producing detailed written summary of events, full interior 3D model of space, exterior 360-degree scan, exterior environmental survey; **resulted** in conclusive damage assessment package for underwriting department final cost analysis evaluation.
- Supervised assigned staff re-training efforts, by providing real-world training activities to analyze and assess individual aptitude to identify learning gaps and re-trained project-specific requirements that ensured compliance with all laws and regulations; **resulted** in reduction of required re-training, and increase accuracy of policies pertaining to FEMA programs.

KENTON WILLIAMS CONSULTING (*MARKETING CONSULTING*)

DALLAS, TX

Marketing Consultant

1/2014 – 9/2017

- Established corporate brand identity, by managing multiple external subcontractors, brand audit assessment, the cohesion of value proposition and messaging statement, developed and implemented position strategy; **resulted** in a defined target market segment, increased Web site Sales Ready Lead (SRL), major media placements and speaking engagements with an increase in event marketing conversion.

- Leveraged technology to define leadership insights into sales initiatives, through collaboration with c-suite for usage analysis to identify metrics that drive Key Performance Indicators (KPIs) for implementation of sales enablement platform; **resulted** in real-time pipeline opportunity disposition and enabled chance to close forecast.
- Conceptualized and implemented demand generation outbound strategy campaign, by leveraging celebrity partnership synergies that promoted on-site networking event; **resulted** in increased pipeline activity that produced closed sales.
- Diversified client portfolio and identify new revenue streams, with broadened client industry and developed additional service offerings that leveraged client data for advertising and satisfaction surveys, **resulted** in a reduction of risk and increase in revenues through guaranteed annual contracts.

COADVANTAGE (HR OUTSOURCING) FORMALLY ODYSSEY ONESOURCE

DALLAS, TX

Director of Marketing

5/2008 – 1/2014

- Chaired the transition to an in-house marketing department, by managing an internal staff along with a Public Relations & Communications firm; resulted in cohesion and centralization of the brand.
- Leveraged sports marketing networking to build alliance and channel partnership campaigns, by creating marketing automation programs that segmented the database to create targeted networking events at the Texas Rangers ballpark in Arlington; **resulted** in event conversion that generated Sales Ready Lead (SRL) towards pipeline activities.
- Drove adoption of marketing automation (Marketo) and evolution of Customer Relationship Management - CRM (SFDC), by partnering with sale team to design an account-based marketing strategy that delivered predictive content across the entire customer lifecycle; **resulted** in tracked soft metrics that quantifiably connect to hard metrics, and converted marketing investment into revenue and profit growth.
- Led multiple segment data-driven outbound and inbound marketing strategy, by the development of account-based lead nurture tracks, leveraged centralized database to engage accounts across multiple channels; **resulted** in actionable guidance from intelligent business insights that led to conversion of dead leads that constituted increased revenue growth.
- Overhauled trade show pre-, during-, and post-show marketing strategies for maximized Return On Investments (ROI), by stakeholder collaboration to identify Key Performance Indicator (KPI) metrics for multi-channel content marketing strategy that aligned with business goals; **resulted** in engagement strategy that leveraged event speaker opportunity, recognized as industry thought leader, attracted interview with major media outlet, produced qualified Sales Ready Lead (SRL) that led to closed sales.

NEW PROVIDENCE MEDIA GROUP (Marketing Agency)

DALLAS, TX

Director of Marketing

2/2007 – 5/2008

- Led successful project full-lifecycle management, by facilitation of client meetings, sourcing and managing multiple external subcontractors; **resulted** in projects delivered on time and within budget while exceeding business objectives and goals.
- Solved Web site information and technical architecture inconsistency, by consulting with stakeholder to define organization and usability structure along with implementation of the relevant coding structure for crawlability and indexation; **resulted** in increased Web traffic, higher Click-Through Rate (CTR) and a reduction in bounce rate.

VERIZON DIGITAL MEDIA SERVICES (Telecommunications)

DALLAS, TX

Web Site User Experience/Marketing Consulting

3/2004 – 5/2007

- Managed project development of client engagement end-to-end process and procedure, by partnering with on-site leadership and back-end-developers to design, develop and implement training platform; **resulted** in increased developer product knowledge and higher third-party customer satisfaction rating.
- Oversaw Web site traffic conversion rate improvement, by introducing affordance-based interface designing and maintenance protocols; **resulted** in increased Web banner advertisements Click-Through Rate (CTR) and increased contract renewals.
- Optimized Pay-Per-Click (PPC) campaigns for maximized targeting impressions served, by adjusting keyword-targeted accuracy and edited of display advertisement content-targeted relevancy; **resulted** in improved keyword-query conversion that improved conversion sponsored links and advertisements.

FAIRFIELD RESIDENTIAL (MULTI-FAMILY PROPERTY MANAGEMENT)

DALLAS, TX

Web Site User Experience Designer/Campaign Marketer

10/2002 – 3/2004

- Promoted new apartment property launch, by designing targeted inbound/outbound marketing campaigns that included landing pages, banner advertisements, and online marketing interactive applications; **resulted** in increased brand awareness, and higher open-house booking conversions.

- Overhauled corporate Web site and develop personalize micro-sites for property portfolio, by remotely collaborating with property managers to create content that captured the uniqueness and culture of each community, resulted in increased Web traffic; **resulted** bounce-rate, higher open-house bookings, and increased occupancy Year-Over-Year (YOY).
- Created unique sales and marketing collateral for individual apartment properties, by designing unique print pieces that complimented online marketing activities; **resulted** in consistent brand messaging that supported sales and marketing digital activities and increased brand awareness.

TALLAN INC. (*BUSINESS—CRITICAL IT SOFTWARE SOLUTIONS*)

ATLANTA, GA

Web Site User Experience Designer

9/2000 – 6/2002

- Designed Web site User Experience (UX) that focused on usability and findability, by owning the entire design process from user flow, wireframe, and high-fidelity mockup; **resulted** in an affordance-based User Interface (UI) design that solved cognitive overload.
- Conceptualized intuitive retail Point-of-Sale (POS) User Experience (UX), by client and project manager partnership to establish Statement-of-Work (SOW), for the design of architecture infrastructure, interactive demo, final design, and training module; **resulted** in ease of adoption, increased loyalty subscriptions, and reduction of customer checkout time.
- Overhauled e-commerce User Experience (UX) to improve usability and findability, by functionality needs assessment consultation on-site with client, to build an affordance-based architecture infrastructure, wireframe, mockup, and final design, and prototype; **resulted** in increased Click-Through Rate (CTR) and reduced user cart abandonment.