

DAVID KELLEY

DIRECTOR OF MARKETING



www.davekelley.info



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PROFILE

With decades of hands-on experience, I bring a wealth of expertise in marketing, corporate communications, operations, and management to businesses or organizations seeking growth.

Throughout my career, I've worked across diverse industries such as trucking & logistics, remodeling, franchising, internet technology, commercial printing, graphic design and web development.

I am actively seeking executive-level opportunities to leverage my expertise and drive organizational success.

BUSINESS SKILLS

- Leadership
- Communication
- Project Management
- Critical Thinking
- Event Production
- Media Buying
- Analytics & Data
- Public Speaking
- Graphic Design
- Copywriting
- Team Building
- Public Relations

TECHNICAL CAPABILITIES

- Adobe Creative Suite
- Microsoft Office
- Automation / CRM
- WordPress / CMS
- Slack, Teams, Zoom, etc.
- HTML / CSS
- Video Production
- MAC or PC
- Event Production
- Email Marketing

EDUCATION

West Virginia University

Morgantown, WV

B.S. Degree in Journalism, Minor in Marketing

WORK EXPERIENCE

Director of Marketing

2022 - 2024

Cowan Systems, Inc.

- ◆ Led marketing communications strategies for a \$750 Million trucking and logistics firm and its affiliates; Cowan Logistics and Single Source Logistics.
- ◆ Increased social media metrics across all three brands by 225%.
- ◆ Provided marketing support to various departments including corporate recruiting, HR, sales, C-Suite and Legal teams.

Director of Marketing

2017 - 2022

Remodelers Advantage Inc.

- ◆ Managed Content Marketing System: 2 weekly podcasts, a blog, a video library, quarterly newsletter & four websites.
- ◆ 28% growth in company revenue over the last 18 Months.

Owner, President

2008 - 2017

Digital Autonomy, LLC

Vice President

2006 - 2008

TruePresence, Inc.

Vice President, Marketing

2004 - 2006

E-Structors, Inc.

Previous Experience: After starting my career in sales, I held various marketing and management positions in the commercial printing, advertising and telecommunications industries.