

Kevin Watson



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PROFESSIONAL EXPERIENCE

2017

Present

Web & Sales Manager // Good Ink and Michigan Awesome

Responsible for the technical development, design, maintenance and reporting of several eCommerce platforms in addition to digital marketing, IT, design, sales, and customer service for 2 business units.

- Grew the Good Ink business 52% YOY in 2020
- Developed custom eCommerce platform handling \$500k+ of orders
- Created PPC campaigns that performed at 10X ROI Q420
- Reduced annual digital marketing expenses by \$4,500 and digital marketing spend by 30%
- Increased website conversion rate by 9% YOY after designing new website
- Developed automated reporting and data import systems saving 2-3 hours of daily manual work
- Architected and implemented custom CRM solution for Good Ink

2016

2017

Web Developer // Rapid Development Group

Responsible for turning business requirements and project ideas into clearly defined deliverables that make sense to clients and developers alike.

- Secured a new client and projects exceeding \$100k in revenue
- Developed a new client request workflow handling 150+ assignments
- Responsible for acting as project lead for 10 concurrent projects
- Increased social following by 40% within 3 months

2012

2016

eMarketing Specialist // Gordon Food Service

Responsible for driving new customer growth and existing customer sales through web, email, search, and social channels.

- Contributed to increasing digital leads by 47% in FY15
- Helped increase new customers by 19% in FY15 resulting in sales of \$30m
- Acted as product owner for over 25 digital marketing tools
- Rolled out new sales tools to three business units in FY15
- Launched a multilingual email marketing program in Canada in FY15
- Launched new corporate brand and websites in FY14
- Managed four teams of contract web development resources
- Managed multiple project budgets in excess of \$200k
- Consolidated digital marketing tools to save over \$20k annually

EDUCATION

2008

2012

Hope College, Holland, MI

Bachelor of Arts Cum Laude: Communication

Minors: Computer Science // Business Management

Campus Involvement and Awards:

Dean's List 2008 - 2012

Lambda Pi Eta Communication National Honor Society

M. Harold Mickle Senior Prize in Communication Recipient

Michigan Campus Compact Heart & Soul Award Recipient

National Conference for Undergraduate Research Participant

Dance Marathon Executive Director

SKILLSET

DESIGN // BRANDING (ADOBE CS)



WEB DEV (JS, HTML, CSS, PHP)



VIDEO PRODUCTION // EDITING



ECOMMERCE // FULFILLMENT (SHOPIFY, SQUARESPACE)



CONTENT MANAGEMENT (WORDPRESS, DRUPAL)



ANALYTICS // DATA VISUALIZATION (BIGQUERY, GOOGLE ANALYTICS)



SEM // PPC (SEMRUSH, GOOGLE ADS)



EMAIL & SOCIAL MARKETING



CRM (AIRTABLE, HUBSPOT)



ACCOMPLISHMENTS

Adjunct Professor of Communication, *Hope College*

Master Financial Coach, *Ramsey Solutions*

Vice President of the Executive Board, *Michiana Christian Camp*

Gold Club Member, *Gordon Food Service*

Emerging Leader, *Gordon Food Service*

Founder/Owner, *Pauley Productions LLC*