

Kevin Watson

✉ 5712 Elm Avenue
Hudsonville, MI

📞 269.362.5937

@ kevin@kevinawatson.com

➤ kevinawatson.com

PROFESSIONAL EXPERIENCE

2016

Now

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 budget within 2 months of starting
- Developed a new client request workflow handling 130+ tasks to date
- Responsible for acting as project lead for 10+ active projects/clients

2012

2016

eMarketing Specialist | Gordon Food Service

Responsible for driving new customer growth and existing customer sales through digital marketing channels such as gfs.ca, gfs.com, email, search, and social.

- 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
- Developed strategy, communication plans, and training documentation for rolling out sales tools to three new business units in FY15
- Launched a multilingual email marketing program in Canada in FY15
- Successfully 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

2011

2012

General Manager | WTHS 89.9 FM - Hope College Radio

Responsible for the day-to-day operation of the college radio station and student executive board.

- Successfully launched online streaming program and new website
- Managed the operations budget of over \$30k
- Managed 20+ student DJs and station staff
- Led weekly executive team meetings
- Ensured compliance with FCC and college regulations

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 and Michigan Campus Compact Heart & Soul Award Recipient

National Conference for Undergraduate Research Participant

Dance Marathon Executive Director

SKILLS

PROJECT MANAGEMENT



HTML/CSS/JAVASCRIPT



ADOBE CREATIVE SUITE



VIDEO PRODUCTION



CONTENT MANAGEMENT



AGILE DEVELOPMENT



DIGITAL ANALYTICS



SEARCH ENGINE MARKETING



EMAIL/SOCIAL MARKETING



DESIGN/USER EXPERIENCE



ACCOMPLISHMENTS

Master Financial Coach, *Ramsey Solutions*
Executive Board Member,

Michiana Christian Service Camp

Gold Club Member, *Gordon Food Service*

Emerging Leader, *Gordon Food Service*

Founder/Owner, *Pauley Productions LLC*