

KEVIN RAYBURN

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Marketing/Communications Manager

Combining sales, public relations, and promotions experience with external and internal communications expertise and an advanced degree in strategic marketing

Areas of Expertise:

- ✓ Content Marketing
- ✓ Corporate Communications
- ✓ Digital Marketing
- ✓ Web Analysis
- ✓ Promotional Marketing
- ✓ Public Relations
- ✓ Social Media
- ✓ Marketing Strategy
- ✓ Marketing Communications
- ✓ Employee Engagement
- ✓ Customer Relationship Management

-Highly effective brand manager in the consumer product goods and digital communications space, with the proven ability to collaborate cross-functionally to promote brand.

-Skilled in strategic marketing, with a breadth of knowledge in leading-edge techniques and a thorough understanding of the analytical drivers in the decision-making process.

-Experienced in employee engagement, with a record of opening lines of communication and developing incentive systems to increase employee buy-in and productivity.

Computer Proficiencies: Adobe Suite | Marketing Plan Pro | EoStar | MS Office Suite

-Proficient in spoken Italian-

PROFESSIONAL EXPERIENCE

Left Beverage Distributing, Rochester, NY

2007-Present

Full-service wholesaler, marketer, and supplier of beverages to retail accounts; \$132M in revenue.

COMMUNICATIONS STRATEGIST (2015-Present)

Promoted into a newly created role to address rapid growth. Develop, implement, and manage internal and external communications for 2,200 total SKUs including more than 400 new SKUs annually, representing 194 brands and 70 suppliers. Partner with senior management teams to optimize advertising investments to drive sales, brand recognition, and corporate image. Ensure consistency in communicating WBD's mission, vision, and core values.

- Spearheaded complete website redesign, partnering with design agency and internal team to improve user experience and engagement with updated content, images, and features.
- Created and implemented a social media plan that included strategies for brand discovery, audience identification, and content.
- Improved internal communication processes to increase employee engagement, partnering with senior management and HR to deliver consistent messaging that aligned with the company's strategic direction.
- Developed an internal volunteer program to enhance community brand awareness; the Q1 event raised funds for the Make-a-Wish Foundation.
- Wrote content-specific and keyword-filled social media posts that are expected to increase SEO 5% by June 2016.

Left Beverage Distributing, *continued*

SELECT GROUP SALES REPRESENTATIVE (2014-2015)

PROMOTIONS MANAGER & SPECIAL EVENTS COORDINATOR (2007-2014)

ON-PREMISE SPECIALIST — CORONA, HEINEKEN, MILLERCOORS (2007-2014)

Managed on-premise promotional activity and targeted brand growth at the top 50 on-premise accounts in the territory. Administered supplier initiatives and mandates at on-premise national chain restaurants and worked with General Managers to establish employee incentives. Executed on-premise promotions, displays, opportunities for POS, and incremental placements for distribution goals.

- Implemented a system to hire, train, and manage a team of 25 promotional associates for an average of 30 events each month—ensuring consistently positive brand representation.
- Developed an organizational system to coordinate and maintain all special events and festivals in Monroe County utilizing brand trailers including managing expectations, ensuring proper marketing and advertising, and engaging in post-event steps to ensure ROI of brand dollars.

ABC Communications, Rochester, NY

2005-2007

Markets and promotes communities to prospective residents through a virtual experience on each city's website.

PUBLIC RELATIONS COORDINATOR (2006-2007)

Met with city officials and community businesses to evaluate current customer service and satisfaction levels; addressed concerns by resolving issues. Delivered product knowledge and introduced new product lines that would elevate service levels.

- Reversed client dissatisfaction through face-to-face interactions, resulting in video testimonials and referrals that were significant in attracting new business.

MARKET RESEARCH ASSISTANT (2005-2006)

Researched businesses and cities and reviewed government websites for community-based information; developed data sheets of city demographics and other pertinent facts in preparation for sales presentations by Marketing Executives.

EDUCATION, CERTIFICATIONS, & PROFESSIONAL DEVELOPMENT

Roberts Wesleyan College

MASTER OF SCIENCE (MS), STRATEGIC MARKETING

St. John Fisher College

BACHELOR OF ARTS (BA), COMMUNICATIONS & JOURNALISM

Concentration: Advertising; Minor: Marketing

Social Media Marketing Training Certification

Business Communication Training Certification

Cicerone Beer Server Certification

WSET Level-Two Certification

Writing Policies/Procedures | Project Management

AFFILIATIONS

American Marketing Association | National Seminars Training