

TEAJAI M KIMSEY

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SUMMARY

Accomplished and enthusiastic marketing professional. Adept at all digital marketing platforms including: social media, email, and search engines as well as print advertising. Skilled at user experience (UX) / user interface (UI) evaluation.

CAREER HIGHLIGHTS

- ◆ Launched and grew digital marketing agency to over \$1 million in sales in under 5 years.
- ◆ Created, developed and marketed an innovative email marketing SaaS product for area retailers.
- ◆ Created proprietary client project tracking interface in collaboration with programmers resulting in increased client satisfaction.
- ◆ Recognized as an innovative business leader, nominated "40 Under 40" designation by Wichita Business Journal.
- ◆ Trained and mentored design and programming staff resulting in low turnover and nomination for "Best Places to Work" two years in a row by Wichita Eagle.
- ◆ Nominated 2006 and 2007 Small Business of the Year, Wichita Metro Chamber of Commerce.
- ◆ Accomplished writer: blogs, PR, articles. Published in Website Magazine and local print media publications.
- ◆ Created and executed multi-channel marketing campaigns for short and long-term plans including programmatic advertising.
- ◆ Proven leader with inside and outside sales roles, forecasting and projections. Selected to mentor and motivate larger sales groups.
- ◆ Developed and successfully executed marketing strategies across range of industries.
- ◆ Invited to speak at local and regional groups/events about digital marketing topics.
- ◆ Taught as adjunct staff at Cowley Community College, Hutchinson Jr. College and Wichita State University.
- ◆ Wide range of experience with selecting vendors and managing vendor relationships.
- ◆ Managed pre-show and on-site communications and logistics for trade shows. Created unique way-finding for event attendees. Set up and hosted facility events.

SKILLS

- ◆ Adobe: Photoshop, Dreamweaver, InDesign
- ◆ Microsoft Office: Word, Excel, Powerpoint
- ◆ Google: Adwords, Analytics, Drive, DataStudio
- ◆ CRM (Lead Gen): Salesforce, Highrise, Hubspot
- ◆ Wordpress platforms, HTML, CSS
- ◆ Content development / blogging
- ◆ Search engine marketing / SEO
- ◆ eCommerce Management
- ◆ Social media management: Facebook, LinkedIn, Twitter, Instagram, Pinterest
- ◆ Email marketing & automation: Mailchimp, ConstantContact, Klaviyo
- ◆ Inbound marketing certification
- ◆ Statistical analysis
- ◆ Usability (UX) & conversion techniques
- ◆ Research & coordinate media buys

WORK HISTORY

Marketing 01/2018 to 3/2019

All Things Barbecue & Yoder Smokers – based at 826 W. Douglas, Wichita KS

Hired as **Social Media Manager**. Took leadership on additional marketing responsibilities as necessary including acting as digital content specialist.

- Wrote and implemented social media strategies and social media employee guides for both companies.
- Curated social media content for all channels, developed a system for organization of content topics.
- Evaluated social media efforts through analytical online tools including key metrics to change strategy as needed.
- Compiled weekly, monthly and annual analytical reports for sharing metrics (KPI) with management.
- Creative writing for blogs, articles, food and customer stories.
- Developed and managed brand ambassador / influencer program and relationships.
- Edited website using HTML / CSS, some graphic design using Adobe Photoshop

Increased social media presence for ATBBQ (eCommerce) in 2018 by 8668 new followers across 5 channels. Improved

engagement an average of 10.5% per channel and increased reach an average of 5% per channel. Generated revenue through social media channels including a 50% increase in conversions via Facebook.

Increased social media presence for Yoder Smokers (manufacturing) in 2018 by 12397 new followers across 5 channels. Improved engagement an average of 10% per channel and increased reach an average of 33% per channel. Wrote the overall marketing strategy for Yoder Smokers.

Marketing Director / Sales Rep Liaison, 07/2016 to 01/2018

Crystal Structures, commercial division Sunshine Rooms Inc – 3333 N Mead St. Wichita KS

National manufacturing company focused on products for residential and commercial construction.

- Developed and implemented annual marketing strategy including print and digital marketing. Optimized for lead generation as necessary.
- Acted as liaison with independent national sales reps. Worked with outside vendors for new communications services.
- Set up new CRM, responsible for database management.
- Redesigned and built 3 company websites on Wordpress using HTML & CSS. Responsible for web content creation including technical elements. Optimized website for SEO and SEM. Identified new marketing opportunities.
- Developed email campaigns using marketing automation with CRM resulting in a **consistent 32% open rate and 3% response rate generating qualified sales leads**.
- Wrote content for company news and project blogs in the form of articles.
- Designed all print marketing materials including graphic design elements.

Digital Marketing Consultant, 01/2007 to 01/2016

Ideas That Work

Developed and carried out digital marketing strategies including email campaigns and social media management. Client industries included: medical, finance, construction, legal, real estate, eCommerce, & manufacturing Launched endeavor by networking within the community and online.

Entrepreneur / Business Owner in Marketing field 01/1999 to 07/2007

Advanced Web Strategies Inc (formerly Beyond Web Design) – 501 E Douglas Ave, Wichita KS

Grew from home-based business to full digital marketing agency with 15 design / programming staff in prestigious downtown location. Responsible for all marketing operations and project management. Wrote and carried out client marketing strategies in collaboration with staff. Sold endeavor in July 2007. Clients included eCommerce, B2B and B2C brick & mortar.

Retail Department Manager, 01/1998 – 01/2000

Sears, 4600 W. Kellogg, Wichita KS

Lead up to 30 commissioned retail sales staff in Lawn & Garden, Sporting Goods and Home Improvement departments.

EDUCATION

- **Bachelor of Arts: Human Factors Psychology**, Wichita State University - Wichita KS
 - Vice President of Psi Chi, the Psychology student organization
- **Master Science: Management, minor in Marketing**, Friends University
(2 courses short of completion, 4.0 GPA)
- **Bachelor of Science: Business Administration**, Friends University – Wichita KS

ADDITIONAL CERTIFICATIONS

The Dale Carnegie Course, Dale Carnegie

Inbound Marketing Certification, Hubspot

COMMUNITY INVOLVEMENT

Ambassador for Wichita Area Chamber of Commerce; Jan - Dec. 2005

Youth Council Member Board Member, Workforce Alliance of South Central Kansas; 2004- 2006