

KEVIN D. CARR

PHONE: 805.710.2282

EMAIL: KEVINDANNYCARR@GMAIL.COM

WEB: KVNCRR.COM

DIGITAL ORCHESTRATION & PROJECT MANAGEMENT **OVERVIEW**

- + Strategic digital communicator with a proven portfolio of client management, digital advertising, content creation, social media strategy, marketing operations, B2B sales, and more
- + Enjoys collaborating with clients and teammates to deliver on time, in budget, and on brand
- + Published journalist and playwright with an eye for detail and a mind for creativity

MARKETING & PROJECT MANAGEMENT **EXPERIENCE**

Ignitium: ABM Orchestration Agency

Director of Account-Based Marketing

Spokane, WA

Aug 2019 – Current

- + Project leader and account manager for a portfolio of clients, from start-up to enterprise
- + Develops ABM strategy with a focus on digital advertising, B2B sales cycles, martech and sales enablement tools, data visualization, and attribution reporting
- + Manages over \$150,000 of media spend every month on various channels
- + Responsible for agency growth by closing six-figure deals at enterprise accounts

Gonzaga University School of Law

Marketing & Communications Manager

Spokane, WA

Nov 2017 – Aug 2019

- + Directed the law school's omni-channel marketing strategy and brand development
- + Managed digital advertising in-house, including ad design, buying, and reporting
- + Developed social media strategies that emphasized organic growth and consistent quality

Structured

Digital Marketing Strategist

Liberty Lake, WA

Sep 2015 – Oct 2017

- + Developed co-branded marketing campaigns with national leaders in technology, including Cisco, Aruba/HPE Networks, DUO, Citrix, Palo Alto Networks, and Juniper Networks
- + Managed all aspects of company's digital presence, including website and social media

ENTREPRENEURIAL & CREATIVE WRITING **EDUCATION**

Gonzaga University, *Masters in Communications & Leadership, expected Fall 2021*

University of Rochester, *Bachelors of Arts in Entrepreneurship, Creative Writing, 2015*

Musician's Institute of Hollywood, *Certificate in Music Business, 2005*

VOLUNTEERING, LEADERSHIP & COMMUNITY **IMPACT**

- + BehindTheSetlist.com, *Co-Founder, Managing Editor, Web Developer*
- + Kaleidoscope Community Services, *Board Member*
- + Big Brothers Big Sisters of the Inland Northwest, *Big Brother Mentor*