



KELLY PERKINS

Audiovisual Marketing Professional

PROFILE

The AV industry has transformed rapidly, and the pace of change is only accelerating. In this environment, it's hard to know where to direct your resources, and easy to waste them. Drawing on my long background as a strategist and decision-maker for AV integrators, manufacturers, and trade organizations, I've gained a uniquely holistic view of the industry and what it takes to stand out among the competition.



If you're a large company, take advantage of my ability to unite your teams behind a clear strategy and be a catalyst to execute on them. If you're a smaller organization, I can help you punch above your weight by helping to identify opportunities and how to capitalize on them. Contact me, and let's talk about how to turn insights into action.

CONTACT	EXPERIENCE
<p>P: +1 612-298-7688</p> <p>E: kellyp.perkins@gmail.com</p> <p>L: Dallas, TX USA</p> <p> @kellypperkins</p> <p> linkedin.com/in/kellypperkins</p>	<p>Digital Marketing Manager - Part-Time Access Networks - 01/2021 - Present</p> <p>Responsible for overall digital marketing strategy of the Access Networks brand. This includes planning campaigns, analyzing metrics and identifying trends through all digital avenues including, website, lead gen, SEO and PPC, SEM, social media, inbound and content marketing.</p> <p>CEO/Founder Kelly Perkins Consulting - 01/2018 - Present</p> <p>Spearhead marketing strategy for AV technology manufacturers, integrators, rep firms and consultants. Plan regional trade shows, annual meetings, sales events, webinars, on-boarding programs, and internal and external branding initiatives. Specific areas of expertise include digital strategy and direction, social media, SEO and PPC, Analytics, website design, inbound marketing, content marketing, branding and general messaging.</p>
<h3>EDUCATION</h3> <p>BA Journalism/Design UW-Eau Claire 2000-2005</p> <p>Semester Abroad London 2003</p> <p>Mini Masters in Marketing University of St. Thomas 2013</p>	<p>Program Director National Systems Contractors Association (NSCA) - 05/2018 - 04/2020</p> <p>Led the development, direction and implementation of strategic initiatives that aligned with the mission of the NSCA Education Foundation. Initiatives included Ignite, PASS K-12 and a variety of scholarship, educational and research programs.</p> <p>Marketing and Communications Director AVI Systems - 04/2014 -12/ 2017</p> <p>Led the company through several growth initiatives including how to onboard the growing employee-owner population; how to integrate various business units; how to introduce ourselves to new markets; and how to get everyone on the same page regarding who we were, what we stood for, and what made AVI unique. Cohesion in messaging smoothed the way for a wide range of other endeavors, including the creation of a rich yet easily navigable website, the adoption of a new digital marketing sales process, PR strategy development, and revamped onboarding.</p>



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SKILLS	EXPERIENCE
HubSpot Inbound Marketing AVIXA CTS Goolge Analytics, Data Studio ADOBE CC VIDEO EDITING PHOTOGRAPHY MICROSOFT OFFICE SEO/SEM/ANALYTICS	Marketing and Communications Manager Vaddio - 01/2008 - 04/2014 Helped grow revenue from \$12 million to \$60 million over the course of six years. Grew from a one-man marketing department to six. Oversaw global product and brand marketing / communications. Responsible for creating value proposition, messaging and all creative. Executed brand strategy across all channels including vaddio.com and all its digital content, SEO, paid advertising, paid search, marketing automation, large and small scale events, sales support materials and public relations. Partner chemosucks.com - 2017 - Present Partnered with my cancer survivor friend to market and create kits full of awesome products to help soothe the most common side effects of chemo.
AWARDS	Adjunct Faculty AVIXA - 2015 - Present Taught several courses at InfoComm trade shows related to content marketing, digital marketing and talent management. AV Social Podcast Host AV Nation - 2013 - 2020 Co-host of AV Social, a monthly podcast for AV Nation. Podcast topics are designed to educate the audiovisual industry on all-things digital marketing and social media. Volunteer Cedar Cultural Center - 2013 - 2020 Setup, ticket sales, concessions and clean up for non-proft theater that hosts over 150 concerts, dances and community events each year.
YOUNG AV AWARD AVIXA - 2016 ONE OF THE NINE AV Network - 2014 CI 40 UNDER 40 Commercial Integrator - 2014 MOVER AND SHAKER NSCA - 2012	
INTERESTS	REFERENCES
TRAVEL FITNESS AND HEALTH OUTDOORS READING MUSIC MN TWINS BASEBALL	 Laurie Englert, VP of CX, Legrand AV P : +1 952-200-2808 E : laurie.englert@legrand.com  Rob Sheeley, Former CEO, Vaddio P : +1 612-669-2071 E : rob@millcitysound.com