



KELLY PERKINS

Technology Marketing Professional

PROFILE

The technology 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>MARKETING DIRECTOR, AMERICAS KINLY - 02/2022 - Present</p> <p>Responsible for planning, developing, and implementing all marketing strategies, marketing communications and public relations to support rapid business growth across North America.</p> <p>AV MARKETING CONSULTANT SELF EMPLOYED - 01/2018 - Present</p> <p>Spearhead marketing strategy for AV technology manufacturers, integrators, rep firms and consultants. Planned 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>
<h2>EDUCATION</h2> <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 NSCA - 05/2018 - 04/2020</p> <p>Responsible for 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 & COMMUNICATIONS DIRECTOR AVI SYSTEMS - 04/2014 -21/ 2017</p> <p>Led a team of six with an integrated marketing approach to ensure all branding and communication strategies were consistent, including the website and all its digital content, SEO, paid advertising, paid search, marketing automation, large and small scale events, sales support materials and public relations. Directed a 9-month company-wide cultural branding effort to improve overall internal morale.</p>



KELLY PERKINS

Audiovisual Marketing Professional

SKILLS	EXPERIENCE
HUBSPOT INBOUND MARKETING AVIXA CTS ADOBE CC VIDEO EDITING PHOTOGRAPHY MICROSOFT OFFICE SEO/SEM/ANALYTICS	<p>MARKETING AND COMMUNICATIONS MANAGER VADDIO - 01/2008 - 04/2014</p> <p>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.</p> <p>PARTNER chemosucks.com - 2017 - Present</p> <p>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.</p> <p>ADJUNCT FACULTY AVIXA - 2015 - Present</p> <p>Taught several courses at InfoComm trade shows related to content marketing, digital marketing and talent management.</p> <p>AV SOCIAL PODCAST HOST AV NATION - 2013 - Present</p> <p>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.</p> <p>VOLUNTEER CEDAR CULTURAL CENTER - 2013 - Present</p> <p>Setup, ticket sales, concessions and clean up for non-profit theater that hosts over 150 concerts, dances and community events each year.</p>
AWARDS	
CTS HOLDER OF THE YEAR AVIXA - 2021 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	<p> Laurie Englert, VP of CX, Legrand AV P : +1 952-200-2808 E : laurie.englert@legrand.com</p> <p> Rob Sheeley, Former CEO, Vaddio P : +1 612-669-2071 E : rob@millcitysound.com</p>