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Instructor

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Summary

An innovative and accomplished marketing leader with 15+ years' experience developing marketing campaigns that propel sales, market share, and brand recognition for B2B and B2C companies. Excel in defining and spearheading creative marketing objectives and strategies across comprehensive media channels including digital, mass media, and direct response marketing.

Apply research and market insights to define positioning and creative while ensuring alignment with corporate goals.

- ✓ **DIGITAL MARKETING:** Delivered on distinctive digital experiences and lead product innovation. Continuously improve digital capabilities and promote solutions across mass media and direct marketing channels.
- ✓ **RESEARCH DRIVEN MARKETING STRATEGY:** History of incorporating market research and analytics to develop marketing plans that reach targeted segments, provide maximum ROI, and have exceeded forecasted goals by 100%+.
- ✓ **INTERPERSONAL SKILLS:** Developed collaborative relationships with agency and internal partners across multiple divisions including sponsorships, PR, media, ecommerce, finance, legal, brand and product development.

Professional Experience

TAPROOT FOUNDATION, Chicago, IL

2017 – present

Digital Marketing Consultant

Responsible for digital and social development, tracking, and analytics. Manage digital advertising, content marketing, marketing automation, SEO, paid search, mobile, Google Ads optimization, and social media for nonprofit organizations.

AT&T, Chicago, IL

2009 – 2017

Lead Marketing Communications Manager (2012 -2017)

Spearheaded strategy and implementation of national advertising campaigns. Managed \$21M advertising budget and led multiple agency partners in the execution of national campaign strategies for digital, social, television, sponsorships, radio, mobile, direct mail, print, ecommerce, and public relations. Managed product launches and go-to-market tactical plans.

Consistently Surpassed Marketing Goals:

- ✓ Created digital, TV and print ads for national and local sponsored events including NBA, NFL, NCAA, PGA, Super Bowl, CMA, and Grammys. Developed top performing TV spot which was played during the 2013 Super Bowl.
- ✓ Spearheaded mass media campaign development from briefing stage through production. Responsibilities included concept selection, script review, talent selection, shoot supervision, rough cut approval, and performance analysis.
- ✓ Executed creative with likeability as much as 20% over average during tenure. Total ads completed: 41 TV spots, 30 DRTV spots, 120 Mobile, 720 Digital/Social, 864 Direct Mail, 164 Print, and 189 Radio.

Senior Advertising Manager (2009 -2012)

Managed end-to-end advertising strategy and campaign development from initial planning through launch. Responsible for national and regional initiatives. Company-wide leader responsible for growing a full-service strategic brand and advertising plan for multicultural consumers. Partnered with internal teams on diversity and inclusion initiatives.

Key Highlights:

- ✓ Exceeded U-verse targets, realizing 219% to goal. Digital sponsorship campaign averaged .47% above benchmark.
- ✓ Developed several integrated campaigns with brand recall significantly outperforming Nielsen's best in class norm and favorability ratings that drove significant lift in AT&T brand affinity and sentiment.
- ✓ Primary advertising liaison for regional field marketing Directors and Vice Presidents. Successfully led and planned promotional campaigns for 40 diverse markets.

Product Innovation Manager

Represented US market in product innovation requests for an airline catering and provisioning company. Collaborated with 5 international marketing teams to ensure cross-fertilization of brand identity, market intelligence and product strategy. Partnered with finance, legal, creative, and supply chain teams to develop RFP and product opportunities. Company serviced international airlines, private jets, low-cost carriers, charter operators, amenities, and regional jets.

- ✓ Contributed critical data and designs for high-profile RFPs for American Airlines, United Airlines, and Delta Airlines.
- ✓ Developed internal requirements, timelines, and specifications for implementation of a mobile beverage system.
- ✓ Organized and participated in international conferences and exhibitions to increase brand awareness.
- ✓ Facilitated integration of new brand (gategroup) during company acquisition.

Account Executive – Loyalty Marketing (2006 - 2007)

Managed the Royal Caribbean national company loyalty program and credit card. Defined and executed CRM marketing programs through digital, rewards, redemptions, promotions, television, print, online, and social media. Partnered with Bank of America in credit card program management. Guided 31 shipboard sales reps and 22-person call center in credit card sales and call center activation.

- ✓ Selected as 1 of 33 *Captain Award* nominees (out of 45,000 employees), for multiple contributions including, receiving the single highest guest satisfaction rating for a member cruise in the history of the loyalty program.
- ✓ Increased future cruise sales by 46% through the incorporation of compelling sales incentive programs.
- ✓ Developed CRM and rewards program, marketing collateral and training materials for loyalty and credit card programs (1M global members). Analyzed marketing data to track program performance.
- ✓ Engaged families through the development and launch of the first Royal Caribbean loyalty program for kids/youth.

Account Executive – Multicultural Marketing (2005 - 2006)

Developed and implemented diversity marketing campaigns for Hispanic and African American segments across TV, print, radio, DM, online, research, OOH, ecommerce, and sponsorships. Oversaw \$4M budget and supervised relationships with 4 advertising and public relations agencies. Diversity and Inclusion representative for several HR and ERG groups.

- ✓ Liaison for global brand campaigns and integration of digital and social media vehicles with traditional advertising.
- ✓ Manage consumer collateral including printed destination brochures, catalogs, e-brochures, and print on demand.
- ✓ Streamlined production and content processes across all channels to ensure projects stayed on schedule and budget.
- ✓ Increased volunteer participation in diversity ERG events by 210% as executive chair of diversity volunteer committee.

Education

Texas A&M University Commerce - **Master of Science, Management**

Alabama A&M University – **Bachelor of Science, Physics**

Atlanta Olympic Committee, 500+ hours of volunteer service award, USA Today all-academic team

Study abroad- Paris Fashion Institute, Paris, France, Marketing and Design. Leadership sessions at LVMH and Hermes.

Professional Affiliations

Member of Association of National Advertisers - Multicultural Marketing and Diversity Committee
Member of She Runs It