



# Kaebea Dennis

Marketing | Information Technology | [kdresume.com](http://kdresume.com)

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## PROFESSIONAL PROFILE

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Accomplished executive who brings 10 + years expertise in **marketing and information technology** to leadership positions. Proven success using sophisticated analytics, memorable storytelling, new technology integration, and impeccable design to create **powerful, marketing strategies**. Excels at maintaining **complex networked systems** in peak operating condition across multiple locations. Hands-on leader whose teams deliver **triple-digit KPI improvements** within target budgets, deadlines, and operational goals.

## WORK HISTORY

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**Law Automotive Group** (*previously Springfield Mitsubishi and its associated portfolio*) **2012 – 2021**

**Director, Marketing and IT Operations** – Directed marketing strategy, operations, and personnel to accelerate the sale of Mitsubishi, Chevy, and Volkswagen vehicles.

- Developed innovations that facilitated immediate, significant improvement to critical performance metrics.
  - 125% increase in pipeline leads
  - 74% higher engagement
- Established frameworks to improve the quality, impact, and volume of marketing output after the merger of multiple Philadelphia-area dealerships.
  - Built an innovative OEM brand strategy from the ground up, in collaboration with franchisees.
  - Managed agency relationships to secure on-time, on-budget, and on-brand marketing deliverables.
  - Maintained a consistent brand voice by integrating messaging across traditional and digital platforms.
  - Leveraged data insights to develop strategic recommendations for marketing and IT efforts.
- Led efforts to elevate technical capabilities, particularly in the area of digital marketing and communications.
  - Generated useful forecasts, reports, and insights by implementing a full suite of analytic tools.
  - Launched three new websites that attracted target consumers and optimized conversion rates.
- Developed, implemented, and operationalized integrated marketing programs to drive B2B / B2C customer acquisition goals.
  - Customized media planning to improve relevance for key audience segments.
  - Spearheaded all marketing briefs, creative development, and cross-platform implementation.
  - Aligned digital, social, and radio campaigns for greater impact across consumer demographics.
- Maximized the return on a \$360K budget through judicious resource allocation, financial management, and cost controls.
  - Improved ROI by assembling a strategic mix of paid, search (SEM / PPC), and social techniques.
- Monitored campaign performance, measured impact, and adjusted strategy to address market changes.

**Manager, Information Technology** – Directed IT activities to improve operational efficiency, informational security, remote collaboration, and knowledge sharing.

- Supervised the timely, cost-effective implementation, configuration, monitoring, testing, troubleshooting, maintenance, repairs, upgrades, and support of dealership hardware and software.
  - Maintained a robust network across five properties.
- Collaborated with the finance department to fund projects and maximize ROI on IT spending.
  - Coordinated installation of a VPN server to protect informational integrity, security, and accessibility.



**Manager, Marketing** – Provided strategic leadership to marketing operations, with a strong emphasis on digital transformation.

- Directed all elements of key marketing programs, from initial concept through successful execution.
  - Planned a \$2M advertising budget to align media strategy with marketing, brand, and revenue goals.
  - Orchestrated complete turnaround of a previously underperforming dealership.
    - ✓ 60% sales increase in only six months.
  - Introduced two start-up dealerships into markets outside the group's established territory.
    - ✓ Designed go-to-market strategies that resonated with new target audiences.
  - Positioned Dime Down as an instantly recognizable Philadelphia brand through integrated broadcast, print, web, radio, and billboard campaigns.
  - Created calendars and matrices that guided all program, channel, and segment decisions.
- Managed the cross-functional teams who created high-quality digital assets, media, content, and copy.
  - Launched a website with 75% target audience engagement.
  - Produced 200+ YouTube videos that helped increase online presence and gather consumer data.
  - Worked with web developers to build intuitive, user-friendly digital experiences.
  - Advised copywriters on strategies for audience engagement across all platforms.
  - Partnered with designers to create feasible, memorable, and on-brand layouts.
- Organized, synthesized, analyzed, and reported on data that provided deep insight into lead generation, management, quality, and other pipeline metrics.

**Property Manager** – Managed daily operations to achieve target performance metrics on behalf of the South to North, LLC residential and commercial property portfolio.

- Amplified brand messaging by writing impactful copy and selecting eye-catching imagery for digital advertising and social media campaigns.
  - 80% pipeline growth
- Applied market insights to the creation of profitable and competitive costing strategies.
  - 15% P&L improvements YOY
  - Significantly higher occupancy rates
- Produced reports that influenced managerial decision-making by providing actionable insight into financial challenges, opportunities, and trends.
- Coordinated maintenance and improvements to attract tenants, raise property values, and maximize space.
  - Evaluated bids, selected vendors, and negotiated favorable contract terms in support of project goals.

**Marketing and Design Specialist** – Conceptualized and executed web, mobile, and social platforms in support of a successful dealership startup.

- Drove traffic to the dealer website by designing, developing, and delivering 60 focus websites with forward and back linking.
- Played a key role in Springfield Mitsubishi becoming the East Coast's #1 ranked dealership.

## EDUCATION

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**Bachelor of Arts in Strategic Communication; Temple University**

- Coursework in Japanese Communications at Temple University Japan

**Associate of Arts in Communications; Delaware County Community College**

# Kaebea Dennis

Assessment Date

01/04/2022

Report Date

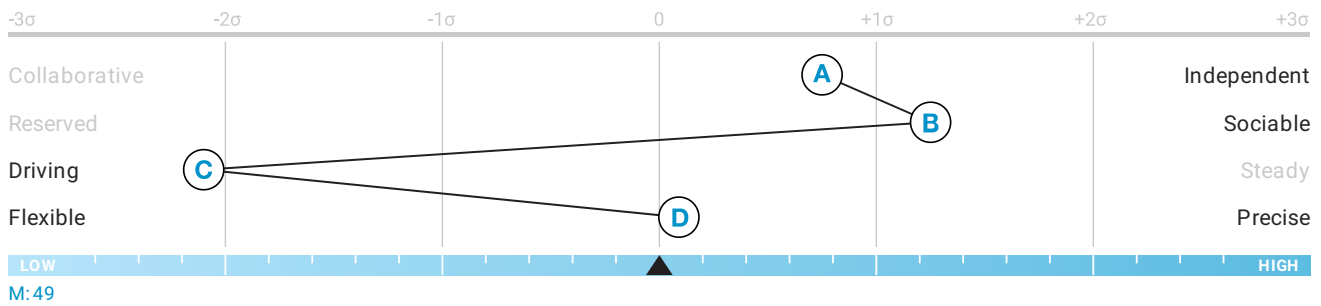
01/04/2022



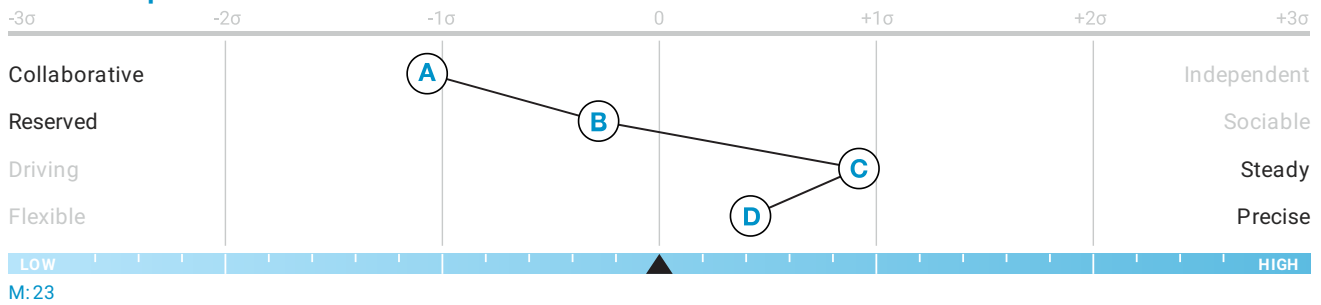
## Persuader

A Persuader is a risk-taking, socially poised and motivating team builder.

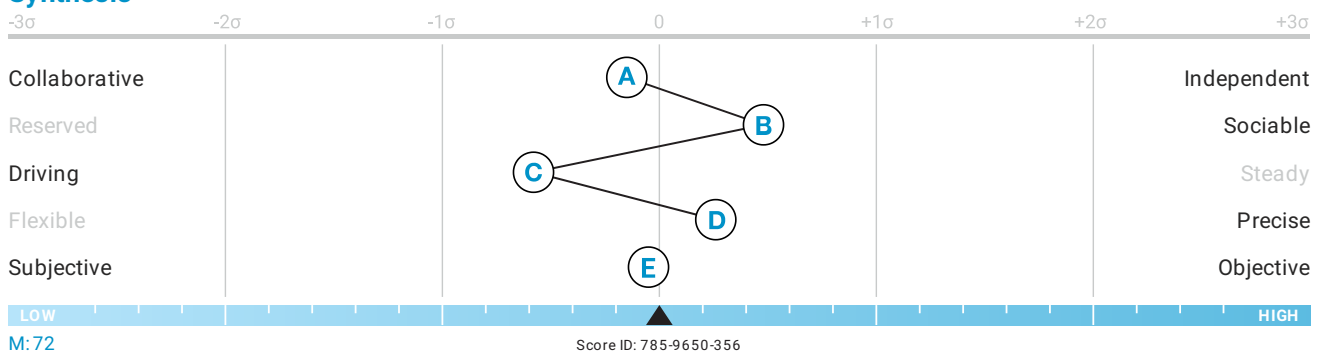
### Self



### Self-Concept



### Synthesis



Score ID: 785-9650-356

## Strongest Behaviors

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### **Kaebea will most strongly express the following behaviors:**

- Proactively connects quickly to others; open and sharing. Builds and leverages relationships to get work done.
- Comfortably fluent and fast talk, in volume. Enthusiastically persuades and motivates others by considering their point of view and adjusting delivery.
- Collaborative; usually works with and through others. Intuitive understanding of team cohesion, dynamics, and interpersonal relations.
- Proactivity, assertiveness, and sense of urgency in driving to reach personal goals. Openly challenges the world.
- Independent in putting forth their own ideas, which are often innovative and, if implemented, cause change. Resourcefully works through or around anything blocking completion of what they want to accomplish; aggressive when challenged.
- Impatient for results, puts pressure on themselves and others for rapid implementation, and is far less productive when doing routine work.
- Socially informal, extroverted, and outgoing; gets familiar quickly. Communicates in an uninhibited, lively, and adaptable manner, drawing others into the conversation.
- Interested in people, building relationships, and teamwork rather than technical matters. Affable, optimistic, and easily trusting.
- Focused on goals and the people needed to get there, not details or plans; frequently delegates details.

## Summary

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Kaebea is an engaging, stimulating communicator, poised and capable of projecting enthusiasm and warmth, and of motivating other people.

Has a strong sense of urgency, initiative and competitive drive to get things done, with emphasis on working with and through people in the process. Understands people well and uses that understanding effectively in influencing and persuading others to act.

Impatient for results and particularly impatient with details and routines, Kaebea is a confident and venturesome “doer” and decision-maker who will delegate details and can also delegate responsibility and authority when necessary. Kaebea is a self-starter who can also be skillful at training and developing others. Applies pressure for results, but in doing so, their style is more “selling” than “telling”.

At ease and self-assured with groups or in making new contacts, Kaebea is gregarious and extraverted, has an invigorating impact on people, and is always “selling” in a general sense. Learns and reacts quickly and works at a faster-than-average pace. Able to adapt quickly to change and variety in the work, will become impatient and less effective if required to work primarily with repetitive routines and details.

In general terms, Kaebea is an ambitious and driving person who is motivated by opportunity for advancement to levels of responsibility where they can use their skills as team builder, motivator and mover.

## Management Strategies

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To maximize effectiveness, productivity, and job satisfaction, consider providing Kaebea with the following:

- Opportunities for involvement and interaction with people
- Some independence and flexibility in activities

- Freedom from repetitive routine and details in work which provides variety and change of pace
- Opportunities to learn and advance at a fairly fast pace
- Recognition and reward for communications and leadership skills demonstrated
- Social and status recognition as rewards for achievement.

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