


KEVIN ALEXANDER



solutions@kevinalexander.info • 239.595.0836

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KEVIN ALEXANDER PORTFOLIO

| |

R E S U M E

K E V I N A L E X A N D E R , C D M , F A C H E

8334 Rimini Way, Naples, Florida 34114 • 239.595.0836
E-MAIL: solutions@kevinalexander.info • PROFILE: www.kevinalexander.info

EXECUTIVE SUMMARY

Senior management professional with over 25 years of experience creating and implementing visionary strategies to drive revenues and exceed business objectives. Adept at establishing go-to-market business development processes, building effective teams, developing profitable networks, and cultivating solid client relationships. Documented achiever across diverse industries in both internal and consultancy roles.

Areas of expertise include:

General Management • Business Analytics • Strategic Partnerships • Agency Relationship Management
Customer Service • Executive Sales • Market Research • Marketing Strategy • Brand Management
Advertising • Public Relations • E-Mail Marketing • Direct Mail • Creative Direction
Social Media Marketing • Search Engine Marketing • Web Design

PROFESSIONAL EXPERIENCE

SKY ANGEL NETWORKS, LLC, Naples, Florida • 2004 - Present

Multichannel Television Network producer - \$14M annual revenues

Vice President, Marketing

Implement corporate marketing policy and procedure and develop long-term marketing plan. Conduct quantitative and qualitative customer research and competitive market analysis to determine strategic objectives and maintain revenue streams. Initiate 3rd party agency relationships for collaborative multi-channel sales campaigns. Maintain and protect corporate trademarks. **Selected Accomplishments:**

- Increased customer activations 1000% during 1st year – Dominion Video. (2005)
- Conducted \$250K market research project to establish 5-year plan – Sky Angel U.S., LLC. (2006)
- Improved sales closing ratio 25% within 3 months of plan initiation – Sky Angel U.S., LLC. (2007)
- Co-chaired Business Transition Committee - [Satellite TV --> IPTV] – Sky Angel U.S., LLC. (2007-2008)
- Directed groundbreaking nationwide product launch (IPTV) plus achieved 15% conversion in 6-week customer migration campaign: [~\$2M new business]. Sky Angel U.S., LLC. (2008)
- Co-directed biz dev team for global video streaming product. Sky Angel U.S., LLC. (2009-2010)
- Member of iPad & Roku product development launch team – Sky Angel U.S., LLC. (2011-2012)
- Project Mgr. for FaveTV brand development & launch – Sky Angel Networks, LLC. (2011-2012)

ALEXANDER CONSULTING, Naples Florida • 2004-Present

Marketing management services agency - \$100K annual sales.

CEO/President

Provide marketing management services and consultation services for domestic and international clients. Planning and execution of projects designed to create competitive advantage and increased revenue. Situations include branding, competitive intelligence and market analysis, marketing and sales planning, targeted advertising campaigns, sales account management, sales management, social media and PR.

- Increased revenues 400% for client Total Care Staffing Services, through creation of specialized targeted marketing campaign, collateral, branding, and go-to-market strategy.

- Qualified, recruited and trained 12 sales representatives delivering 40 new business contracts valued over \$60M for client Total Care Staffing Services.
- Developed world's 1st online Dutch auction, direct public offering, for client BioQuest International, leading to launch of 4 national integrative clinics.

CAREER NOTE: Previous positions include: **General Manager** with American HomePatient, Fort Myers, Florida; **Marketing Consultant** with Optioncare of SWFL, Fort Myers, Florida; **Director of Community Relations** with Visiting Nurse Management Group, Tampa, Florida; **Branch Manager** with Norrell Health Care, Orlando and St. Petersburg, Florida; **General Manager** with Voluntary Hospitals of America - HHC Division, Burlington, Vermont and San Antonio, Texas; and **Branch Manager**, Foster Medical Corporation - HCC Division, Pittsburgh, Pennsylvania.

EDUCATION

Bachelor of Science in Health Administration
Pennsylvania State University / University Park, PA

Continuing Education:

- 05/17/2016 [Marketing Master Classes — \[CMO Council Elite Retreat @ Sapphire Now\]](#)
 - Building a People-Based Marketing Strategy
 - Finding Your Digital Disruption Strategy
 - Engaging Customers in the 'Internet of Things' World
- 12/16/2015 [Principals and Techniques of Negotiation](#)
- 02/11/2013 [Customer Response Summit 5](#)
- 01/24/2013 [Google+ Why you SHOULD bother!](#)
- 08/07/2011 [Connect, Communicate, Collaborate: Exploring New Media](#)
- 08/04/2011 Managing Reputation: Strategy and Branding by Word of Mouth
- 07/21/2011 [Employing Social Media To Build Customer Satisfaction & Community](#)
- 06/16/2010 [Strategic Planning That Works: Integrating Strategy with Performance](#)
- 05/27/2009 [Exceptional Leadership](#)
- 05/11/2009 Making Social Media Part of Your Marketing Mix – (PRACC)
- 09/10/2008 [Marketing Metrics & Dashboards 2.0](#)

PROFESSIONAL CERTIFICATIONS / ASSOCIATIONS

CMO Council – (Member)

Penn State Alumni Association – (Lifetime Member)

American Marketing Association – (Member #02956793)

Institute of iBusiness – (Certified Digital Marketer / CDM # ECC42269820030)

American College of Healthcare Executives – (Board Certified Fellow / FACHE #625724)

Institute of iBusiness – (Certified Internet Marketing Practitioner / CIMP # ECC31976197246)

KEVIN ALEXANDER, CDM, FACHE

8334 Rimini Way, Naples, Florida 34114 • 239.595.0836
solutions@kevinalexander.info

TO: *Hiring manager*

RE: *Marketing position*

Dear Sir or Madam:

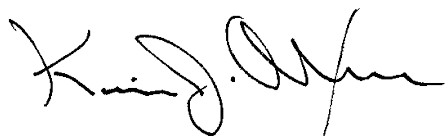
I'm writing in response to your recent job posting.

I can offer you over 25 years of experience in management of the marketing function across all channels for top-tier B2C and B2B organizations, excellent project-management skills, and a great eye for detail, all of which should make me an ideal candidate for this opening.

I have attached a resume and a sample portfolio* for your review and hope we'll have the opportunity to meet soon.

Thank you for your time and consideration.

Sincerely,



Kevin J. Alexander, CDM //FACHE
239.595.0836

solutions@kevinalexander.info

* To view the resume included in this file please select the "Resume" text link located in the top right-hand corner of the document. Likewise, to review a limited sample of marketing assets produced by teams under my direction please select the "Portfolio" text link in the top right-hand corner of the document.