

Kent Doyle

kaywdee@outlook.com • www.linkedin.com/in/kentdoyle • Abingdon, MD • 410-458-0360

Product Manager

Strategic and visionary marketing executive with technology and data-driven mindset. Demonstrated success in advancing high-profile brands through marketing innovation. Proven history of product delivery from POC/MVP to production through an iterative process. Adept at creating credible client relationships to further achievement of business objectives. Recognized for successfully leading teams in achieving objectives.

- Product Ownership
- Product Roadmaps
- Marketing Automation
- Analytical & Data-driven
- Account & Client Management
- Cross-department Collaboration
- Technology & Process Solutions
- Revenue Generation
- Personas | Segmentation
- Team Leadership & Mentoring
- Thought Leadership
- Brand Ownership

Career Experience

14 West, Baltimore, MD

2019 to 2020

Product Manager, 2020

Owned product vision in collaboration with product team for this Agora Company tech agency. Led cross-functional team to deliver company's highest priority and most innovative enterprise initiative. Replaced legacy system with in-depth marketing automation platform to deliver one billion plus emails monthly.

Product Owner, 2019 to 2020

Leveraged extensive, in-depth marketing expertise to collaborate with clients and prioritize product roadmap.

- Translated custom client requirements to product team and 3rd-party vendor; resulting in accelerated adoption of new platform.
- Reduced company's risks and dependencies regarding delivery of product features by piloting Scaled Agile Framework (SAFe) with program increment segments.

Checkers Drive-in Restaurants, Abingdon, MD

2016 to 2019

Sr. Field Marketing Manager, 2018 to 2019

Directed field marketing initiatives for large, US chain of double drive-thru restaurants. Collaborated with franchisee partners to improve brand positioning and achieve organizational objectives. Implemented technology-based process improvements to reduce administrative tasks and focus on high-level business planning initiatives.

- Increased digital and social media spend to 20% within local plans, achieving goals for assigned markets.

Field Marketing Manager, 2016 to 2018

Spearheaded turnaround plan for faltering market. Lobbied for and achieved increased marketing investment of ~\$800K/+1.53% over previous year in key market for system. Successfully accomplished turnaround via multi-disciplined strategy; plan required franchisee acceptance and included unique local menus and competitive pricing studies.

- Selected by CMO to serve as interim Field Marketing Director simultaneously with Field Marketing Manager role due to strong performance, sound decision making, and generation of creative ideas.

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Wunderman, Abingdon, MD

2008 to 2016

Account Director, 2014 to 2016

Performed progressive leadership roles for full-service, global marketing, digital, and experiential agency. Guided agency initiatives on Bloomin' Brands portfolio of restaurants, including Outback Steakhouse and Bonefish Grill. Generated successful marketing plan for challenged, relocated, renovated, and new restaurants; results included 60% of new stores achieving financial goals within three months. Role included collaborating with field marketing team to boost revenues and traffic in top 15 northeast and Mid-Atlantic markets.

- Surpassed Outback Steakhouse Boldest Rivalry sweepstakes' annual goal for email capture by 3x over previous year through innovations in social content to drive repeat consumer participation.

Account Supervisor, 2008 to 2014

Oversaw 40+ client projects annually; led projects from scope development and budgeting to project delivery. Originated first market-level sweepstakes in agency history for Burger King client, in partnership with NFL.

- Grew client's general market programs to increase participation rate by 43% over previous year.
- Implemented billing process improvement to reduce payment terms and recovered \$300K in billings.
- Recognized for team leadership and mentoring of junior staff, resulting in multiple staff promotions.

Horich Parks Lebow Advertising, Hunt Valley, MD

2006 to 2007

Account Supervisor

Served in client-facing role for US' largest advertising agency focused on furniture advertising. Created interactive planning tool to significantly improve sales performance and budgeting.

- Gained \$3.5M increase in client's retail sales over previous year via innovative campaign development.
- Selected by senior leadership as go-to resource for IT and workflow process improvements.

Kiddie Academy International, Bel Air, MD

2004 to 2006

Director of Marketing

Led marketing initiatives for specialized system of franchises of year-round childcare centers. Facilitated strong communications program with franchisees through a comprehensive e-platform and templated websites. Established relationship with new, full-service advertising agency to create overarching marketing plan, including positioning, competitive assessments, and target audience identification.

- Sparked 35% increase in customer interest over previous year via lead generation strategies.

Additional Roles: Marketing Director, Team Washington, Inc. (Domino's Franchise); Market Development Manager, Associate Marketing Manager, Regional Marketing Coordinator, Domino's Pizza; Assistant Media Buyer; John Marks Associates.

Education

Bachelor of Science in Mass Communications

Towson State University, Towson, MD