

Kent R.Dagnall

(404) 444 - 0911 | kentdagnall@gmail.com

799 Kirkwood Ave. SE Atlanta, GA 30316

Portfolio & references at kentdagnall.com

For the last 6 years, I have put most of my energy into dreaming up marketing strategies for clients in the entertainment, business, technology, fashion, food and travel industries. Before that, I worked as a restaurateur, fine dining chef and an artist.

Yellow Bus | Santa Cruz, CA | Award-winning Multimedia Advertising 2012-2014

I was their first hire and within 6 months had proven that I had the organization and work ethic to be put in charge of Client Services, Web Design, Public Relations & Social Media. I also helped produce several of our Telly & ADDY award-winning television campaigns.

"...Yellow Bus brought home the gold in the form of six ADDY Awards from the American Advertising Federation.... and also picked up the coveted Judge's Favorite Award. Animated spots with [Breakdancing Shrimp](#) and [Protesting Pickles](#) created for Erik's DeliCafé, as well as strategy and design for the San Jose Repertory Theatre landed the Yellow Bus ADDY Awards in categories including Advertising for the Arts & Sciences, Animation and Integrated Campaigns."
source: [SF Egotist](#)

Fierro Communications | Las Vegas, NV | PR & Crisis Management 2009-2011

While consulting for a popular casino restaurant, I met and later was hired by Mark Fierro's prestigious PR firm on a temporary basis. One month later, I was promoted to Senior Online Marketing Strategist, then became a Mega-Crisis Management AE and landed the media relations account for the 'trial of the year' defense of Michael Jackson's embattled physician Dr.Conrad Murray.

Carlo Roncancio Photography | Las Vegas, NV | Graphics Designer 2007-2014

I designed zed cards, collateral, billboards and was a touch up artist for the celebrity fashion photographer. Later, while working for Fierro Communications I brought Carlo on as a client and served as his event coordinator and publicist.

'Working freelancer' | Responsive Web Design, Email Marketing, PR 2005-2015

Anytime I'm not working at an agency, I am working. I choose once per year to offer my services pro-bono to a business I believe in. This year, I relaunched the website of [Santa Cruz Local Foods](#), a home delivery service that is dedicated to improving the flow of farm-to-table foods to economically depressed communities, senior citizens and people with disabilities.

Executive Chef & Restaurant Consultant 1998-2008

While my friends were going to college, I was rising through the ranks of fine dining restaurants in Santa Fe, Taos, Miami, Las Vegas and the Bay Area. There I learned about finance, real estate, customer service, problem solving, how to manage a team and so much more than cooking. In the years preceding my career in marketing, I consulted on 11 restaurant openings of every shape, style and scale imaginable.

Understanding the relative strengths and weaknesses of each media platform, and the products they offer, I am able to present strategies meeting the specific needs of my clients, manage fulfillment of goals and quantify the value of our relationships. These are some recent highlights:

- Managed a team providing social media strategy, content development and reporting for major California attractions each with over 100k diverse followers
- In light of recent algorithm changes, transitioned all clients to include interactive sponsored content, helping maintain their overall reach and engagement metrics
- Incorporated behavioral, contextual targeting and retargeting into online advertising and social media campaigns, resulting in conversions that broke 34-year box office records
- Created a [social media guide](#) and training programs for nationwide franchises teaching business owners to leverage their social presence and measure their success by tracking the right metrics
- Online reputation expertise mitigating negatives for corporate clients and litigation support
- Detail-oriented content creator with both PR and SEO experience, I've written AP style technical and creative copy for a variety of industries

I've studied, created, sought out and appreciated art in all its myriad forms my whole life. I'm a keen observer of visual design and passionate about branding.

University of New Mexico, Studied Studio Art
Albuquerque High School + AP Computer Science

2003-2005
1996-1999