

# Kenneth McLeod

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## WORK EXPERIENCE

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### Tse-Systems China LTD.

2016 – Present

*Operations Manager*

*Remote*

- Served as project manager for multiple projects, including developing and implementing technical training programs and developing processes focused on client retention; analyzed relevant data to make business recommendations that resulted in market growth, quality and reliability improvements and contractor supply increases.
- Perform employee performance reviews and recommend appropriate salary changes; interview job applicants.
- Planned, scheduled and monitored transportation of \$5 million dollars worth of equipment flawlessly without loss or damage.

### Stone-Mart

2014 – 2016

*Marketing Manager*

*Tampa, FL*

- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that propelled sales from \$45M to a projected \$50M by year-end.
- Managed corporate marketing and communications functions, overseeing a \$400,000 budget and 8-member team.
- Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and trade-show marketing.

### AMI

2010 – 2014

*Content Marketing Manager*

*Tampa, FL*

- Led execution of strategic planning - facilitated strategic planning process to clearly articulate client companies' vision, mission, value proposition, brand architecture and positioning.
- Creating content audience is looking for and then optimizing the path to conversion.

### Yale University

2007-2010

*Coordinator*

*New Haven, CT*

- Coordinated with vendors, maintained relationships and resolved issues.

### Northeast Site Development

2004 – 2007

*Business Manager*

*New Haven, CT*

- Managed accounts receivable and payable. Oversaw administrative budget; prepared expense reports and bank reconciliations. Purchased hardware and software, performed application upgrades, and trained staff.

## EDUCATION

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### UCLA

*BA, Business Economics*

*Los Angeles, CA*

## SKILLS & INTERESTS

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- **Skills:** Strategic planning; strategic partnerships; contract negotiations; multi-channel marketing; copywriting; presentation; social media management; writing and communication; database management, crm
- **Interests:** Meeting new people; art; playing and watching sports; traveling; cars; watching and making movies; writing stories