

# Kent F. Ecklor

Digital Marketing Strategist  
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## Summary

Accomplished digital marketing executive with 20 years of experience managing media operations, digital teams and product development. Demonstrates strong ability to evaluate business opportunities and new technologies, with proven track record of effectively implementing leading edge concepts to leverage business success in new market segments. Maintains a broad understanding of server, web hosting, browser, and web development technologies and tools relating to design, development, and management of online content. Excels in digital marketing strategies including planning, development, execution and management. Exceptional communication, interpersonal, presentation and leadership expertise; able to motivate and empower staff to achieve performance excellence. Recognized by others as a focused and innovative leader who is able to motivate teams and drive them to the best bottom-line decision.

## Specialties

**Digital Marketing:** Marketing Automation (Eloqua, Pardot, Hubspot, Marketo), Social Media, SEO, SEM/PPC, CRM (Salesforce), Content Marketing, Inbound Marketing, Multimedia Sales, Event Marketing

**Development:** Content Management Systems (CMS), Agile Methodology, Scalable Web Application Development, HTML, HTML 5, CSS, PHP, MySQL, JavaScript, Usability, UI/UX

**General Business:** Strategic Planning, Business Development, Executive Leadership, Integration and Reorganization, Process Improvement, Contract Negotiations

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## Experience

**Marketing Automation Manager**, Verizon (Verizon Connect), Rolling Meadows, IL  
2017 - Current

Manages marketing automation platform (Eloqua), continually optimizing segmentation, engagement, and lead flow. Serves as a knowledge center within the marketing organization, leveraging data, systems, and processes to ensure optimal program execution and measurement. Works with key stakeholders to build, deploy and monitor lead acquisition, nurture, and scoring programs. Ensures that the marketing automation platform is integrated with Verizon technologies.

**Global Director Digital Marketing**, CDK Global (Formerly ADP), Hoffman Estates, IL  
2012 - 2017

Business analysis, architecture of digital marketing strategy, C-level client presentations, consultative sales of engagement through SOW execution. Responsible for overall account leadership, overseeing all projects and teams from beginning to end of each engagement's life cycle. Strategy and production subject matter expertise [SME] in multi-channel digital marketing: websites, social media, email, mobile, video, content strategy, lead generation, demand generation, sales automation, digital advertising, traffic generation, conversion rate optimization, display ads, PPC, SEO, SEM, and analytics. Develops engagement strategy and works with the team to execute it, involving people at the optimal levels for project success and overall account utilization (goals, deliverables, schedule, budget, resources). Manage account P&L by negotiating statements of work, making sure work is delivered on budget, and invoicing clients according to the proper terms. Participation in strategic development of new business.

**Online Director**, Rockford Register Star, Gatehouse Media., Rockford, IL  
2007- 2012

Create, manage and execute short- and long-term strategic plans for rrstar.com and journalstandard.com and its corresponding sites. Developed and managed budgets with a focus on increasing revenues and profits. Responsible for attracting online visitors, maximizing site effectiveness and raising brand awareness and visibility. I've overseen and participated in the integration of multiple Content Management Systems, and several site redesigns. Drove the development of a digital content strategy, and successfully integrated new roles overseeing user experience across digital platforms. Responsible for all aspect of digital sales including product development, pricing, sales training, sales collateral and tracking. Developed and implemented an ongoing Social Media seminars for local advertisers.

**Online Director**, Statesman Journal, Gannett Co., Salem, OR  
2006-2007

Developed marketing campaigns and content initiatives to turn around decline in site traffic. Added social networking platforms to grow traffic and build the brand. Created a multi-year business plan to continue the growth in revenues and readership through internal sales training, superior customer service, and new product development. Responsible for the strategic planning, development and results of all marketing and digital activities. Established advertising rates, market analysis and budgeting.

**CMS Project Manager**, Gannett Corporation, McLean, VA  
2004-2005

Developed, implemented and successfully launched a multimillion dollar CMS software upgrade on all of Gannett's newspaper websites, working with over a 100 locations. Oversaw the development of a Preps application that was to be implemented across Gannett newspapers. Managed a team of developers and designers hired to support the project. Responsible for vetting potential business partners & products.

**Online Manager**, Rockford Register Star, Rockford, IL  
1999-2004

Developed some of the first routines for posting news content online. Developed and implemented one of the first database driven CMS's for the Gannett Corporation. Created and implemented the newspapers first digital sales strategies.

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## Education

**Rock Valley College**

Web Information Technology, 1995