

KEITH TOLBERT

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SUMMARY

Marketing, communications, digital content and public relations leader with more than 20 years experience, skilled in analyzing data, formulating strategies, developing creative assets, managing projects, executing plans and tracking results.

Extensive experience with:

- Project Management
- Product Launches
- Strategic Planning
- PR / Media Relations
- Content and Copywriting
- Digital Development (Web, Email, Social Media)
- Trade Shows / Event Management
- Demand Generation / Media Campaigns
- Strategic Planning
- Agency/freelance management

TECHNICAL SKILLS

Adobe Creative Suite (InDesign , Photoshop, Flash, Dreamweaver), Adobe Experience Manager (AEM), all MS Office programs, MS Publisher, MS Project, MS FrontPage, Lotus Notes, QuarkExpress, Drupal, WordPress and other CMS systems, ERP systems; CRM tools: Enquire, SalesForce, Mailchimp, Exact Target and Constant Contact; Google Analytics.

EXPERIENCE

The Presbyterian Homes, Inc, Colfax, NC

May 2018 to Feb 2020

Marketing Communications Manager

Managed multiple marketing projects for four continuing care retirement communities in North Carolina.

- Worked with marketing and sales teams at each community to develop marketing strategies and budgets (\$2MM).
- Managed all work from agency including reviewing and editing all content for direct mail, email blasts, social media posts, collateral and special projects.
- Managed and reviewed social media calendars for four communities.
- Managed the process for revising the organization's five websites, including vendor selection, content and design review and final approval. Saved the company approximately \$80,000.
- Managed all Social Media calendars, including creating posts and reviewing and editing posts from other parties.

SAS Institute (B2B software) Cary, NC

Aug. 2016 –

May 2018

Communications Specialist (internal communications writer, contractor)

April 2018 – May

2018

Interviewed internal resources and wrote articles regarding company initiatives, programs and personalities for posting on intranet site and other platforms. Edited other articles.

Marketing Creative Project Manager (contractor)

January 2017 – March

2018

- Worked with internal clients (US and international) and resources (designers, writers, web and email specialists) to define the scope of projects and created detailed plans that ensure creative needs are fulfilled and goal dates are met. Tracked up to 200+ deliverables through internal project management software.

- My primary product saw a 12 percent increase in sales for 2017.

Communications Specialist (corporate creative copywriter, contractor)

August 2016 –

Dec. 2016

Responsible for writing compelling content to promote software solutions for a wide variety of marketing campaigns and other communication pieces including emails, social media ads, electronic ads, webpages, executive letters and more.

- Created a 35-email campaign promoting one product line (IoT solutions).

West Town Bank & Trust, Raleigh, NC

July. 2015 –

June 2016

Marketing Director

RESPONSIBLE FOR ALL MARKETING STRATEGIES AND MARKETING COMMUNICATIONS FOR A \$200MM FINANCIAL ORGANIZATION WITH FOUR RETAIL BRANCHES, SEVEN MORTGAGE LOAN OFFICES, AND AN INSURANCE AGENCY.

- DEVELOPED A MARKETING PLAN WITH A \$655,000 BUDGET THAT TARGETED SPECIFIC GEOGRAPHIC REGIONS AND SPECIFIC PRODUCTS.
- WORKED WITH MORTGAGE LOAN OFFICE MANAGERS, LOAN OFFICERS AND RETAIL BRANCH MANAGERS TO DEVELOP DEMAND GENERATION CAMPAIGNS USING DIGITAL, PRINT AND DIRECT MAIL. LOAN OFFICES SAW AN INCREASE OF 5% IN SALES.
- IMPLEMENTED SALESFORCE AND WAS THE SALESFORCE ADMINISTRATOR.
- MANAGED REVISION OF WEBSITE, INCLUDING SELECTION OF VENDOR, APPROVAL OF DESIGN THEMES AND WRITING OF COPY.

Alemite (tools and equipment), Fort Mill, SC

Nov. 2012 –

July 2015

Creative Project Manager

MANAGED PRINT, EMAIL, PRODUCT LAUNCH, TRADE SHOW AND WEB PROJECTS WITH A \$4MM BUDGET FOR AN INTERNATIONAL MANUFACTURING COMPANY THAT SELLS THROUGH MULTIPLE CHANNELS (GAS AND OIL, AUTOMOTIVE, MANUFACTURING, RETAIL)

- SUPERVISED CREATION OF PRODUCT CATALOG, COLLATERAL, PACKAGING, PRESS RELEASES AND PRODUCT LAUNCH MATERIALS.
- WORKED WITH A GLOBAL TEAM OF PRODUCT MANAGERS, SALES STAFF, AND ENGINEERS TO DETERMINE MARKETING PRIORITIES FOR PRODUCTS AND CREATED PLANS TO EFFICIENTLY UTILIZE PRODUCT MARKETING BUDGET OF \$3MM.
- CREATED COMPREHENSIVE COMMUNICATIONS PLAN (INTERNAL AND EXTERNAL) FOR INTRODUCTION OF NEW PRODUCT VITAL TO FUTURE OF PRODUCT LINE – 2,000 UNITS SOLD IN FIRST TWO MONTHS.
- SUPERVISED SUCCESSFUL INTRODUCTION OF 10 NEW PRODUCTS.

First Community Bank, High Point, NC

April 2008 –

Sept. 2012

Marketing Communications Manager

MANAGED ALL EXTERNAL AND INTERNAL COMMUNICATIONS OF PRODUCTS, SERVICES, PROMOTIONS AND CORPORATE STRATEGY FOR A \$4B FINANCIAL ORGANIZATION.

- DEVELOPED ADVERTISING, PROMOTIONS AND LITERATURE FOR ALL OTHER DIVISIONS, INCLUDING INSURANCE, WEALTH MANAGEMENT AND TRUST.
- MANAGED VARIOUS COLLATERAL MATERIALS INCLUDING CONCEPTS, CREATION, SUBMISSION FOR COMPLIANCE APPROVAL, PRINTING, AND DISTRIBUTION TO BRANCHES.

- MANAGED ALL PUBLIC RELATIONS AND MEDIA RELATIONS, INCLUDING PREPARING EXECUTIVES FOR MEDIA INTERVIEWS.
- CREATED FIRST SOCIAL MEDIA STRATEGY.
- CREATED ADVERTISING STRATEGY; BUYING OF MEDIA FOR PRINT, TELEVISION, RADIO, OUTDOOR AND WEB/EMAIL.

Amarr Garage Doors, Winston-Salem, NC
2008

Jan. 2002 –March

Marketing Development Specialist

MANAGED MULTIPLE PROJECTS INCLUDING NEW PRODUCT LAUNCHES, COLLATERAL MATERIALS, VIDEOS AND WEBSITE UPDATES.

- MANAGED NATIONAL TRADE SHOW STRATEGY INCLUDING PRE-SHOW MAILINGS/PROMOTIONS, PRODUCT SELECTION, BOOTH SET UP, LEAD EVALUATION, AND SELECTION OF NEW DISPLAY VENDOR.
- DEVELOPED EXTENSIVE MEDIA RELATIONS STRATEGY, INCLUDING NEW PRODUCT RELEASES, PRESS KITS AND PRESS CONFERENCES. MEDIA RELATIONS EFFORTS LED TO PRODUCTS BEING FEATURED IN NATIONAL PUBLICATIONS AND UTILIZED IN VARIOUS TELEVISION SHOWS THAT PRODUCED A TOTAL OF 23 MILLION IMPRESSIONS DURING FISCAL YEAR 2007-2008
- DEVELOPED BUDGETS FOR AREAS OF RESPONSIBILITY (\$620,000 FOR FY 2007-2008) AND TRACKED EXPENSES

HAG, Inc., Greensboro, NC
2001

Aug. 2000 –May

Marketing and Product Manager

Stockhausen, Greensboro, NC
Aug. 2000

Jan. 1999 –

Marketing Projects Coordinator

CareFocus, Greensboro, NC
1998

July 1995 –July

Communications Specialist

EDUCATION

MBA, Milligan College, Milligan College, TN

2008

BA, Milligan College, Milligan College, TN

1987

PROFESSIONAL MEMBERSHIPS

Public Relations Society of America (PRSA), 2018 – present, 2003 – 2016; Local chapter board member, 2005 and 2010; Health Academy Special Interest Section, 2018- 2019; Financial Communications Special Interest Section, 2008 – 2012 (Executive Chairman – 2011).

COMMUNITY LEADERSHIP

Children’s Museum of Winston-Salem, March 2006 – October 2009 – member of Marketing Committee
Red Cross of Greensboro – February 1998 – September 2000 – member of Marketing Committee

