

**Kevin W. Doyle**

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**EXPERIENCE**

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**National Precast Concrete Association**

Indianapolis, In

Director of Marketing

October 2008 - Present

- Generate online and offline Marketing strategy for internal and external NPCA vision.
- Develop website and strategy for PrecastSolutions.org leading to producer to specifier relationships.
- Design and develop Precast Solutions magazine leading to increased revenue in group and advertising sales.
- Develop brand strategy for internal and external NPCA communications.
- Develop SEO and SEM plan to drive advertising sales regionally and nationwide.
- Implement, analyzed and create reports detailing effectiveness of online strategy through online analytics package.
- Design and develop online and offline pieces for events and annual tradeshow (thePrecastShow.org).

**Medical Informatics Engineering**

Fort Wayne, In

Creative Director

October 2005-October 2008

- Generate press kits, press releases, newsletters (online/offline) and email marketing.
- Develop website and strategy for NoMoreClipboard.com leading to software partnerships with Google Health and Microsoft.
- Produce online/offline strategies to develop relationships with major insurance companies throughout the United States.
- Design and develop product and circulation specific landing pages to track ROI for marketing communications.
- Implement, analyzed and create reports detailing effectiveness of online strategy through online analytics package.
- Design and develop online and offline pieces for events and trade shows to capture message effectiveness and lead generation.

**Sundog Interactive**

Fargo, ND

Business Analyst

September 2004-October 2005

- Maintained and administered Ingersoll-Rand and Bobcat online University (LMS). Designed interface and user interaction for custom java Learning Management System that unified product, teacher, dealer and marketing data.
- Architect and integrated Ingersoll-Rand's marketing product catalog to unify sourcing for price, specification and relationship information for Portable Power and Road Development products creating efficiency and speed to market for marketing and engineering.
- Designed and integrated Ingersoll-Rand's dealer product transaction and configuration system increasing order transaction efficiency from a manual to automated process. Automated configuration decreased manufacturing configuration errors by 30%
- Prototyped and integrated Bobcat Company and Ingersoll-Rand web-based consumer configurator to increase traffic and generate qualified leads to be passed to dealers

- Designed and integrated Bobcat Company and Ingersoll-Rand's Identity management system that allows a dealer and employee to access different business systems by using one identification and password.

**ABG, Inc.,**

Indianapolis, IN

Senior Designer/Developer

March 2001-September 2004

- Designed and developed Safety Risk Management training for Eli Lilly employees that outlines the process of drug development and FDA compliance
- Designed and developed cattle feed additive e-Learning for Elanco that is currently being used by sales reps in feed company representatives, veterinarians, and extension agents
- Designed and developed John Deere's Partnering for Customer Value e-Learning that was participated in by over 15,000 participants, including employees and the John Deere Dealer Network
- Designed and developed Monsanto Profit Planner tool for Monsanto sales representatives increasing sales by 15%
- Designed and developed Challenger tractors e-Learning initiatives that has expanded over 8 product lines while increasing sales by 20% and increasing product knowledge by over 40%
- Designed and developed internal sales and marketing strategies, new website launches (abginc.com), logo creation, and e-Learning acquisition and strategy

**Eviciti**

Indianapolis, In

June 1998- March 2001

Team Lead

- Designed and developed electronic marketing campaigns through fortune 500 companies (Eli Lilly, Philips, Carrier, Finish Line) through start-up companies (ChannelSeek, DirectWood, Telstreet)
- Redefined internal process for streamlined production from Usability Analysis to Quality Assurance.
- Developed education, hospital, and manufacturing markets to grow the department by 5 employees and substantial company profit.
- Grew multimedia sales and services to 20% growth in the established pharmaceutical market
- Designed and developed internal e-Learning initiatives that are still mandatory for new employee orientation.
- Developed computer based training that simulated software interactions resulting in a significant income boost for the company.

**EDUCATION**

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**Indiana University**

Bloomington, IN

May 1998

Bachelor of Fine Arts, Studio Art, GPA 3.5

- Minor in Art History

**Technologies**

Macromedia Flash – 11 years experience, ActionScript 3.0, Video

Director – 5 years experience

Adobe Photoshop – 13 years experience

Adobe InDesign – 4 years experience

Joomla/Drupal- 3 years experience

Quark Express – 6 years experienc

Adobe Premier – 10 years experience

Adobe Illustrator/Macromedia Freehand – 12 years experience

HTML, JavaScript, VBScript, XML, Ajax, Ruby, .ASP, .NET, .CSS, Joomla CMS,

Analytics- Google, Omniture (Websidestory), Vtrenz

Email marketing- ExactTarget, Constant Contact, EmailLabs, Vtrenz

360 digital photography-Ipix, RealViz