

Kevin Oberding

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As an experienced team leader with both leadership and executive team experience, I am a marketing professional with a huge growth mindset. A motivated self-starter, and a well-rounded knowledge of product creation and innovation, I have a successful background in managing expectations and making business decisions at the highest level. With over 12 years marketing experience, I have an extensive history of campaign management with experience in running B2B, DTC, brand communication, SEO, social media, digital campaigns and more. No task is too big, impossible is not in my vocabulary, and my passion and drive are unmatched. I am looking to further my skills in creativity and brand marketing by leading both a team and company to great success.

Professional Experience

Marketing Director – Roth Heating and Cooling

Feb 21 – Present

- Responsible for driving revenue through all marketing and advertising efforts.
- Grew company revenue by 19% in first 12 months, surpassing \$30 million annual revenue for first time in history.
- Redesigned company website and implemented new SEO strategy. Increased first-page search results, daily impressions, and online market share by more than 20%.
- Managed team responsible for demand generation and customer lifecycle marketing.
- Negotiated advertising and sponsorship contracts.
- Copywriter for ad-copy, blog, and webpage content to align with market analysis, seasonal trends, and current events.
- Managed company SaaS programs.

Marketing Manager – Portland Trail Blazers

Nov 17 – Dec 20

- Managed a portfolio of 20 partnership accounts, activating campaign strategy including game promotions, social media tactics, production of media spots, product development, copywriting, marketing strategy, and budget
- Ownership of all creative assets and deliverables.
- Operated \$5 million book of business.
- Collaborated with NBA and team operations on international marketing strategy, co-branded product launches, and web, social media, and digital innovations.
- Created quarterly and annual PowerPoint recap decks for each partner, summarizing assets, partner objectives, analytics, and recommendations for future improvement.
- Reached 110% or higher company and personal KPI goals each season.

Creative Director – Food Network, Los Angeles CA

Jan 15 – Oct 17

- Headed department for creative agency, and directly managed team of 20.
- Lead representative for show creation and new project innovation.
- Directed operations of behind-the-scenes marketing project with the Arena Football League (AFL).
- Created compelling storytelling project around Nike EYBL grassroots basketball program.

Content Marketing Coordinator – Thinkfactory Media, Los Angeles, CA

Aug 10 – Dec 14

- Created presentations to drive new content, including project briefs for creative brainstorm and deliverables.
- Collaborated with a team of 6 - 30 to build a content structure for creative projects.
- Lead bi-weekly creative meetings to ensure agility and efficiency.
- Coordinated marketing efforts across a cross-functional environment of departments.

Education, Skills and Abilities, and References – Please Refer to Page 2

Skills and Abilities

Manager – Manages personalities and communicates effectively on all levels.

Project Management – Ability to tackle multiple projects at once with extreme detail-oriented strategies.

Problem Solver – Turns a negative into a positive using effective problem-solving skills.

Relationship Management – Over eight years collaborating and managing relationships in a cross-functioning environment.

Creativity – Connects with clients, consumers, colleagues, and professionals with new and out-of-the-box ideas.

Development – Experienced campaign developer structured towards client objectives.

Technical – Expert level Microsoft Office programs. Experienced in data analytics and CRM tracking.

Education

UNIVERSITY OF OREGON Eugene, OR

- Bachelor of Science in Business: Marketing and Sports Marketing
- Member of the Warsaw Sports Business group and American Marketing Association
- Member of the University of Oregon football program

References

Dan Scheinman

Email: dan.scheinman@trailblazers.com

Phone: (503) 710-4162

Title: Director of Sponsorship Sales

Relationship: Former colleague and Director at Trail Blazers

Austin Hodges

Email: Austin.Hodges@nuna.com

Phone: (503) 580-5017

Title: CMO at Nuna

Relationship: Day-to-day client contact from adidas

Tina Bojanowski

Email: c.l.bojanowski@gmail.com

Phone: (303) 246-2003

Title: Supervising Producer

Relationship: Former colleague at Food Network

Alice Gascho

Email: aliceg@roth-heat.com

Phone: (503) 209-5340

Title: Vice President

Relationship: Direct Manager at Roth (please communicate prior to contacting as this is current place of employment)