

Keith Harris

Houston, TX

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(512) 913-3907

Work Experience

Content Marketing Manager

Milestone Systems | Portland, OR (Remote)

2+ years (Current Role)

- Lead content marketing strategies for the US, LATAM, and Canada, increasing brand visibility and customer engagement.
- Use strong writing and proofreading skills to guide content creation.
- Pioneer the establishment of a state-of-the-art video production studio, enhancing the quality and efficiency of content creation.
- Produce compelling video and written content for diverse marketing channels, including product marketing, channel communications, and sales collateral.
- Serve as on-camera and voiceover talent while producing engaging content.
- Support event marketing, corporate initiatives, and social media with compelling and informative content.

Head of Marketing Communications

LENSEC | Houston, TX (Remote)

7+ years

- Directed global marketing communications initiatives, overseeing the development of impactful content across various platforms.
- Spearheaded marketing research efforts to inform strategic decision-making and identify growth opportunities in vertical markets.
- Executed digital marketing campaigns and SEO/SEM strategies, driving website traffic and generating leads.
- Managed event planning and trade show exhibits, enhancing brand visibility and fostering industry partnerships.

US Regional Sales Manager, FED/SLED

Supercircuits (Observint) | Austin, TX (On-Site)

5+ years

- Developed and implemented business development strategies for government accounts, resulting in revenue growth and market expansion.
- Provided expert consultation to clients on physical security solutions, demonstrating deep technical knowledge and industry expertise.
- Led marketing initiatives targeting federal and state government agencies, including content creation and event management.

News Assignment Manager

KVUE 24 News | Austin, TX (On-Site)

11+ years

- Managed daily news operations and coordinated coverage of significant events, ensuring timely and accurate reporting.
- Cultivated strong relationships with local stakeholders and media organizations, facilitating collaboration and information sharing.
- Demonstrated strong leadership and organizational skills in a fast-paced, deadline-driven environment.

LinkedIn:

<https://linkedin.com/in/kthhrrs>

Portfolio: <https://kthhrrs.com>

Professional Summary

Dynamic marketing leader with a proven track record of success. Skilled in developing and executing comprehensive marketing strategies, leading cross-functional teams, and driving revenue growth. Adept at content creation, brand management, and fostering strong client relationships. Recognized for innovative thinking, strategic vision, and a passion for delivering impactful results.

Skills

- Marketing Project Management
- Strategic & Analytical Thinking
- Content Strategies & Creation
- Digital Marketing & SEO/SEM
- Leadership & Team Management
- Social Media Marketing
- Event Planning & Execution
- Client Relationship Management
- Technical Proficiency
- Public Relations
- Brand Management

Education

Bachelor of Arts in Communications
Southern Arkansas University

Certifications

- Operations Management
- HTML/CSS/Wordpress
- Adobe Creative Suite
- Google Tools
- Networking