

# Keith Harris

kthhrrs@gmail.com

Houston, TX

(512) 913-3907

linkedin.com/in/kthhrrs

## Highlighted Work Experience

### Marketing Content Manager

#### Milestone Systems | 2 years | Portland, OR (Remote)

- Serve under the Marketing Director as a member of the Marketing Group Leadership Team.
- Create and lead company content marketing strategies for the US, LATAM, and Canada.
- Design, build, and project manage the installation of a new video production studio in the Portland, OR regional headquarters.
- Design and create video assets for marketing content, including interviews, product value propositions, product demos, internal/external communications videos, etc.
- Write and produce detailed content for eBooks, brochures, articles, web copy, digital ad copy, video scripts, webinars, sales enablement resources, customer stories, etc.
- Support events with content creation, produce videos for in-booth displays, produce and direct video team for large event video highlights, in-person interviews, etc.
- Serve as on-camera and voice over talent for a wide variety of company videos.
- Support the channel marketing team in guiding the production of webinars.
- Support the global marketing team with requests for global video marketing assets.
- Support the Social Media Manager with content for social media platforms.

### Head of Marketing Communications

#### LENSEC | 7 years | Houston, TX (Remote)

- Create and lead all company global marketing communications activities.
- Plan and execute strong marketing strategies while supervising external resources and internal personnel.
- Oversee marketing research for vertical markets, channel partnerships, technology partnerships, and competitive strategies.
- Produce compelling content for documents, webinars, video, blog articles, newsletter, press releases, case studies, email campaigns, social media, and website.
- Produce and anchor a scheduled web broadcast published on multiple channels.
- Develop and execute digital marketing campaigns via email, social media, and advertising to B2B customers and channel partners.
- Analyze and report on progress of website traffic, social media, and campaigns.
- Devise and drive demand generation strategies for vertical market companies.
- Drive SEO/SEM progress of website traffic, social media, and campaigns.
- Lead technical partner co-marketing initiatives.
- Develop budgets, policies, and procedures to support marketing department efforts.
- Event planning and execution of trade show exhibits, company events, and conferences.
- Support training initiatives and actively participate in product training as needed.

### U.S. Regional Sales Manager, FED/SLED

#### Supercircuits (Observint) | 5 years | Austin, TX (On-site)

- Lead business development and sales strategies for government accounts.
- Support marketing initiatives for federal and state government division, including content creation and event management.
- Consult with customers, providing advice on physical security project solutions.
- Function as a subject matter expert and technical trainer on auto theft prevention technologies, including cellular communication, fleet security, and bait car deployment.
- Train law enforcement customers on best practices for deploying video surveillance solutions.

### News Assignment Manager

#### KVUE 24 News | 11 years | Austin, TX (On-Site)

- Provide daily management of news staff (60+ employees).
- Plan daily journalism content and staffing.
- Coordinate news coverage with national and international media organizations.
- Plan and implement logistics for major news events.
- Maintain working relationships with local communications officers.

## Marketing Content Management

I consistently deliver creative content marketing and communications strategies. I'm passionate about storytelling, striving for high quality content in a relevant culture. Colleagues and customers recognize me as a caring leader with integrity and character.

## Skills

- Marketing Project Management
- Communication Skills
- Strategic & Analytical Thinking
- Content Strategies
- Website Design & Management
- Social Media Marketing
- Public Relations
- Graphic Design
- Organizational Skills
- Supervisory Management
- Salesforce
- Adobe Creative Suite
- Webinar & Video Production
- Photography
- Software Product Marketing
- Microsoft Office Suite
- Digital Marketing Strategies
- B2B Sales & Marketing
- Demand Generation
- Lead Management
- Channel Marketing Strategies
- Account Management
- Public Sector Sales & Marketing
- Fleet Security Management

## Education

### B.A. Communications

#### Southern Arkansas University

## Certifications

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