

## Kevin P. Doohan

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Marketing leader with a proven ability to reach consumers and inspire action. Over 16 years of experience including 13 years leading digital marketing teams. Expert in development of digital strategy and execution of strategy across all digital channels including social media.

**12/2008 - Present**

**RED BULL (Santa Monica, CA)**  
Red Bull North America

### **Director, Digital Marketing**

Red Bull is a global consumer lifestyle brand. Red Bull energy drink is the #1 energy drink in the world. I lead global digital marketing at Red Bull creating cohesive, integrated digital marketing strategies that connect the brand with consumer passions and deliver business results.

- **DIGITAL STRATEGY:** Lead global digital marketing efforts including: redbullusa.com, microsites, online media (search and display), social media, content distribution, outbound communications (email, mobile, RSS...), and video games. Collaborate with other departments to create digital marketing programs that complement offline marketing in USA and other countries.
- **SOCIAL MEDIA:** Lead global social media strategy and define best practices. Accountable for relationships with leading platforms and leading integration with Red Bull efforts to improve consumer experience and engagement. In May 2010, Red Bull crossed the 3m facebook fan mark making us one of the largest brands on facebook. Twitter invited Red Bull to be a launch partner for "promoted tweets" in Q1 2010. We pilot programs with smaller "up and coming" services where it makes sense.
- **VIDEO GAME MARKETING:** Manage video game marketing strategy by establishing relationships with publishers, leagues, and within console gaming platforms. Red Bull was the first consumer brand to launch a branded presence in Sony Home in January 2009. Red Bull launched its' best brand/game/retail integration ever with Shaun White Snowboarding (Ubisoft) in November 2009.
- **DIGITAL CONTENT DISTRIBUTION:** Lead team producing content for digital channels. Collaborate with moving images team to choose partners for content distribution. The two Red Bull YouTube channels drive ~250,000 views/day.
- **ATHLETE MARKETING:** Lead the Red Bull digital marketing team responsible for RyanSheckler.com, ShaunWhite.com, TravisPastrana.com, LindseyVonn.com, CarissaMoore.com, AshleyFiolek.com, and RedBullRacingUSA.com.
- **MATRIXED MANAGEMENT:** Established strong collaborative relationships across countries and between diverse internal teams. Drive progress of complex, multi-discipline integrated marketing programs without direct line authority over resources.
- **RECOGNITION:** RedBullUSA.com nominated for 2010 Sports Emmy. RedBullProjectX.com nominated for 2010 Webby Award.

**1/2005 - 11/2008**

**CONAGRA FOODS (Omaha, NE & Naperville, IL)**  
Global Marketing Strategy

### **Director, Interactive Marketing & CRM**

ConAgra Foods is a publicly traded company (NYSE: CAG). In 2008, CAG had 25,600 employees who generated \$12.7 billion in revenue. My team was part of the global marketing strategy group and I reported directly to the Chief Marketing Officer. I led all interactive marketing and consumer relationship marketing (CRM) for ConAgra Foods' consumer brands including: Slim Jim, Orville Redenbacher's, Chef Boyardee, Healthy Choice, Hebrew National, Reddi-wip, Kid Cuisine, PAM cooking spray, Hunt's, and many more.

- **MARKETING STRATEGY:** Led development of digital marketing strategy for ConAgra Foods consumer brands. Participated in development of brand marketing and creative briefs. Led development of interactive briefs. Defined interactive marketing strategies and objectives that supported brand promise and delivered on business objectives. Responsibilities included: websites, display and search advertising, outbound communications (email, mobile, rss...), social media, and digital consumer promotions.
- **PRECISION MARKETING/CRM:** Led consumer relationship marketing strategy. Conceived and sponsored innovative "Gold Consumer" research project that connected consumer behaviors with enterprise value and enabled more relevant and effective communications. Led corporate effort to evolve brand marketing efforts from mass model to development of custom messages and experiences based on understanding of consumer segments. Email opt-in database exceeded 9m records as of 11/2008.
- **MARKETING ANALYTICS:** Led definition of ongoing reports for brand marketers, operating group senior leaders, and CAG executive team. Established key performance indicators (KPI) for all activities, tracked results against KPIs, and optimized programs. E-newsletter programs drove 28-40% sales volume increases among active subscribers. Online advertising efforts including both display and search typically exceeded ConAgra Foods' ROI and ROMO benchmarks by a wide margin.

**5/2002 - 11/2004**

**DIGITAL INSIGHT (now part of Intuit Corporation) (Calabasas, CA)**

**Director, Marketing**

Digital Insight was a publicly traded company and was the market leader providing ASP online banking services to mid-market banks and credit unions in the United States. The programs and platforms my team created at Digital Insight led to dramatic growth in consumer online banking usage and to improved value for the organization making it an attractive candidate for acquisition. Intuit agreed to acquire Digital Insight for \$1.3 billion in November 2006.

- **CONSUMER MARKETING:** Led strategy and development of “first in the industry” consumer marketing programs that drove a 32% increase in consumer online banking usage, from 3.6 million to 5.3 million active consumers. Marketing program components included: direct mail and email programs, national consumer promotions, branch staff incentive programs, branch staff training, and financial institution co-op marketing incentives.
- **AGENCY MANAGEMENT:** Consolidated external marketing resources from over 12 vendor relationships in 2002 to preferred relationships with six vendors. Renegotiated rates and improved service levels. Reduced marketing expenses by more than 15% with no reduction in effectiveness of marketing activities.

**5/2001 - 4/2002**

**HOMESTORE.com (now known as move.com) (Westlake Village, CA)**

**Director, Enterprise Products**

Homestore.com was a publicly traded company and the #1 real estate site on the internet as measured by annual revenue, number of listings online, and number of monthly visitors. I had full product responsibility for the move.com enterprise products suite: BrokerMail, BrokerNet, and OnePlace interactive voice response.

- **PRODUCT MARKETING:** Led growth of three enterprise products from product definition through launch and v1.0 stability. Grew subscribers to more than 220,000 customers and \$5M revenue in the first year through successful collaboration with sales and alliances teams. Increased sales driven by improved product functionality, positioning, and product bundling strategy.

**8/1997 - 5/2001**

**CENDANT CORPORATION (now known as Realogy) (Parsippany, NJ and San Francisco, CA)**

**9/99-5/01 Director, Customer Experience – move.com Group**

**2/99-9/99 Director, Interactive Marketing – Cendant Real Estate Division**

**8/97-2/99 Manager, Interactive Marketing – ERA Real Estate**

Cendant Corporation was a publicly traded provider of consumer and business services and franchisor of consumer brands. I was part of the Cendant Real Estate division. Cendant Real Estate was the largest real estate company in the world. Cendant owned the ERA, Century 21, and Coldwell Banker brands. Cendant also owned and operated the largest real estate brokerage in the United States, NRT.

- **USER EXPERIENCE/BRAND MARKETING:** Led teams focused on improving consumer experience and engagement on Cendant brand websites (CENTURY21.com, ColdwellBanker.com, ERA.com, & move.com). Defined and prioritized experience improvements based on consumer insights and business opportunity. Led design, development, and launch of move.com, the #1 consumer destination for real estate. Website designs led to improved brand health metrics and a 54% increase in visit-to-lead conversions.
- **STRATEGY & ADVERTISING:** Developed multi-brand interactive strategy and led annual planning for domestic Cendant real estate websites. Created global interactive standards for ERA brand and contributed to launch of ERAEurope.com. Led teams that designed marketing/advertising programs that increased visits and engagement on websites. Collaborated with business development to design tools, promotions, and sponsorship opportunities driving millions of dollars in revenue.

**1992 – 1997**

Held staff marketing positions at Eastman Kodak and Dunkin Donuts Corporation

**Education:**

Master of Business Administration, Marketing, Northeastern University, Boston MA, 1996

Bachelor of Science, Digital Publishing & Marketing, Rochester Institute of Technology, Rochester NY, 1992

**Additional Info:**

Skilled and experienced public speaker at leading conferences including: ARF, ad:tech, iMedia and many more  
Dual Citizen of United States and Ireland (no visa required for work throughout European Union)

Named to the 2009 “iMedia 25” list of the top 25 creatives, strategists, and technology innovators in digital marketing