

# Kevin P. Doohan

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Marketing leader with proven ability to reach consumers and inspire action. Over 14 years experience leading digital marketing teams. Expert strategist across all digital channels including social media.

## 12/2008 - Present      **RED BULL / RED BULL MEDIA HOUSE** (Santa Monica, CA)

Dec 2008 to Present    Director, Digital Marketing – Red Bull

July 2011 to Present   Director, Digital Media – Red Bull Media House

- **DIGITAL STRATEGY:** Lead digital marketing efforts including: RedBull.com/RedBullUSA.com, paid digital media (search, display, and social), social media and disruptive platforms, video content development and distribution, outbound communications (email, mobile, RSS...), mobile apps, and video games.
- **SOCIAL MEDIA:** Lead social media strategy and define global best practices. Accountable for relationships with leading platforms and integration at Red Bull. Developed and led programs resulting in growth from 300k facebook likes in Dec 08 to 23m+ in Nov 11. Our twitter account grew from 2.5k to 400m from Mar 09 to Nov 11.
- **VIDEO GAME MARKETING:** Direct Red Bull's gaming/e-sports strategy and develop programs that connect Red Bull with players, game publishers, and opinion leaders. Oversee pro gamer sponsorships and activation. Red Bull LAN (pro gaming event) is now Red Bull's #1 global online livestreaming property.
- **DIGITAL CONTENT DISTRIBUTION:** Lead team producing content for Red Bull owned, paid, and earned digital channels. Member of team identifying and developing distribution opportunities including our YouTube action sports partner channel and other partnerships.
- **MATRIXED MANAGEMENT:** Established strong collaborative internal relationships with global digital leads and functional leads in North America. Drive progress of complex, multi-discipline integrated marketing programs without direct line authority over resources.
- **RECOGNITION:** RedBullUSA.com nominated for 2010 Sports Emmy for Red Bull: New Year. No Limits. Property. RedBullProjectX.com nominated for 2010 Webby Award.

## Jan 2005 – Nov 2008      **CONAGRA FOODS** (Omaha, NE and Naperville, IL)

### Director, Interactive Marketing

- **MARKETING STRATEGY:** Developed digital marketing strategy for ConAgra Foods brands. Led team responsible for integration of digital strategy into brand plans. Created CAG's multi-brand digital platforms. Team responsibilities included: websites, display and search media, email & mobile, social media, and digital promotions.
- **PRECISION MARKETING/CRM:** Conceived and sponsored innovative "Gold Consumer" research that connected consumer behaviors with enterprise value. Led effort to evolve brand marketing from mass model to development of custom content for consumer segments. Email opt-in database exceeded 9m records as of Nov 08.
- **MARKETING ANALYTICS & MEDIA:** 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. Team vision, strong execution, and clear results drove significant growth in digital percentage of overall media spend from <5% to >20%.
- **RECOGNITION:** Healthy Choice "Working Lunch": 2009 ADDY Best of Show Interactive, ADDY Judge's Choice Interactive: Webisodes, and ADDY Gold Webisodes. Healthy Choice "Lonely Fortune Writer": 2009 ADDY Gold Micro or Minisite

**May 2002 – Nov 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 added clear value to the organization. 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 3.6m to 5.3m active consumers.
- **AGENCY MANAGEMENT:** Improved creative output through partnering with smaller number of agencies as true partners. Renegotiated rates and improved service levels. Reduced marketing expenses by more than 15% with no reduction in effectiveness of marketing activities.

**Aug 1997 – April 2002**    **CENDANT CORPORATION** (now known as move.com)

5/2001 through 4/2002    **Director, Enterprise Products – move.com** (Westlake Village, CA)

2/1999 through 5/2001    **Director, Interactive Marketing – Cendant Real Estate, move.com Group** (San Francisco, CA)

8/1997 through 2/1999    **Manager, Interactive Marketing – ERA Real Estate** (Parsippany, NJ)

Cendant Corporation was a publicly traded provider of consumer and business services and franchisor of consumer brands. Cendant Real Estate was the largest real estate company in the world.

- **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.
- **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.

**1992 – 1997**    Held staff marketing positions at Eastman Kodak and Dunkin Brands (Dunkin’ Donuts)

**Education:**    MBA, Marketing, Northeastern University, Boston MA, 1996  
BS, Digital Publishing & Marketing, Rochester Institute of Technology, Rochester NY, 1992

**Additional Info:**    Skilled and experienced public speaker. Venues: ARF, ad:tech, iMedia, AdAge, and others  
Dual Citizen of United States and Ireland (no visa required for work throughout European Union)  
2009 “iMedia 25” list of top 25 digital creatives, strategists, and technology innovators