

Kevin Wilkerson

3001 S 105th Street - Fort Smith, AR - (479-353-3472)
www.thekevinwilkerson.com - thekevinwilkerson@gmail.com

SUMMARY OF QUALIFICATIONS

- More than seven years' experience providing increasing levels of leadership in marketing, product management, and sales for an international known industry leader. Adept at working with multiple brands and consumer segments.
- Skilled in strategic planning and implementation; able to prioritize effectively, multi-task and achieve objectives within marketing and product management environments.
- A dynamic communicator; known for building strong relationships with internal and external partners.
- Creative professional who can generate raw concepts and then deliver polished programs to engage customers and consumers alike.

PROFESSIONAL EXPERIENCE

Walther Arms, Inc. www.waltherarms.com

June 2017 – Present

Marketing Manager

Responsible for marketing Walther in all channels including consumer, law enforcement, leisure, personal defense and competition as it pertains to brand equity, positioning and overall brand awareness.

- Lead marketing and brand communications through extensive in-house creative team and external vendors. Managing graphic designers, video producers, social media specialists, and photographers.
- Primary marketing liaison with sales to identify and communicate valuable industry and consumer research, analysis, and reports. Providing collateral materials, social targeted communication, and press kits.
- Key company spokesperson and responsible for maintaining opportunities and maximizing overall impressions for Walther Arms.
- Driver and manager of all trade and consumer show events including booth design, sales programs, booth management for approximately 15 trade and consumer shows annually.
- Creating, executing, and maintaining nationwide rebate program.
- Maintaining and analyzing all marketing databases.
- Managing and directing nationwide shooting team and celebrity spokesmen.

Bear Archery www.beararchery.com

December 2016 – June 2017

Marketing Communications Manager

Executes marketing plans that grow new or existing brands to achieve maximum growth in the marketplace across all channels.

- Ownership of marketing across Bear Archery, Trophy Ridge, Cajun Bowfishing, and Rocket Broadheads
- Maintains and builds relationships with key influencers and consumers in our brand marketplace
- Delivers direction and manages timelines with creative agencies and internal design/marketing team
- Leads annual brand plan, brand positioning and brand architecture process
- Develops advertising campaigns centered on products or brands
- Supports retailer specific and channel strategy development with branded solutions
- Collaborates with product and sales managers to execute timely ad campaigns for focus driven projects
- Executes sponsorship and endorsement contracts
- Coordinate and plan trade and consumer show events

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PROFESSIONAL EXPERIENCE

Bear Archery www.beararchery.com

January 2014 – December 2016

Product Management

Developing and coordinating marketing activities, product launch timelines, product availability, and achievement of profit goals for assigned product categories.

- Led yearly category growth of 18% in a segment that is showing a dramatic decline in revenue.
- Understand consumer needs, identify market opportunity, define products, and test against expectations
- Lead the development of the product strategy and concepts for key products against a specific market/business segments
- Present product and marketing plans that provide the best possibilities for sale growth across channels
- Foster strong working relationships with all customers across various channels of distribution
- Collaborates with sales, marketing, and engineering regarding new product development
- Working with stakeholders to provide forecast for new product and inventory management
- Develop strategies for multiple brands in traditional and digital spaces
- Travel both domestically and internationally

Escalade Sports www.escaladesports.com

June 2011 - January 2014

Multi-Media Designer 12'-14'

Graphic Designer 11'-12'

Escalade Sports owns and operates many top brands in the sporting/outdoor industry.

Responsibility included creation and development of branding, advertisements, photography, and videography for Escalade's 21+ brands. Final products used in catalogs, websites, and point of purchase displays. Everyday interaction with retailers such as Dicks Sporting Goods, Bass Pro Shops, Cabelas, Big 5, Sports Chalet, etc.

Anchor Visual Arts www.anchorvisualarts.com

June 2011 - Present

Owner

Anchor Visual Arts provides inspirational high quality video production to companies and non-profits. Specializing in promotional, humanitarian documentaries, and DVD productions.

EDUCATION

Trevecca Nazarene University

May 2010

Bachelor of Business Administration

Marketing Major

Graphic Design Minor