

Kevin Morgan

Marketing and communications professional with a strong track record of growing technology products. Customer advocate who thrives on turning insights into innovative products. Strong communicator with deep experience articulating complex technical concepts to technical and non-t

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San Francisco, CA

EXPERIENCE

Independent Marketing & Communications Strategy

KEVIN MORGAN + CO. Jan 2017 - Present

- Helped a fintech company shift from “grow at all costs” to a more sustainable growth strategy. Improved valuation and cash position, reduced acquisition costs, and opened new growth channels.
- Updated a technology company’s positioning and messaging. Earned coverage in target publications and generated a large increase in demand.
- Conducted user experience research for a CPG startup. Insights led to an updated unboxing experience that improved satisfaction, increased repeat purchases and improved economics. See less

VP Marketing

ZestFinance Jan 2015 - Dec 2016

- Led product marketing and go-to-market on a spin-off product targeting a \$1 billion opportunity. Researched target customers, created a brand, crafted positioning & messaging, and led website design. Hit perception, satisfaction, and conversion targets.
- Crafted a vision & plan for a new product that aligned the team on strategy, increased morale, and improved productivity.
- Negotiated deals with partners that allowed for rapid expansion with controlled CAC.
- Repositioned the company as a technology platform, opening conversations with major partners.

Corporate Marketing Director

Demand Media Jul 2010 - Feb 2012

- Led a team that created websites, content, and presentations that increased awareness and interest in the company’s advertising, content, and social media products.

SKILLS

Growth
Consumer Insights
User Research
Marketing Strategy
Product Development
Product Marketing
Digital Marketing
Communications
Marketing

EDUCATION

MBA

University of California, Los Angeles

Marketing

BA

University of San Francisco

Marketing

Independent PR & Marketing Consultant

Good PR Feb 2000 - Jun 2010

- Earned the trust of founders, CEOs, and leadership teams as a PR and marketing advisor to clients ranging from startups to Fortune 500 companies.
- Earned positive coverage for clients in major publications including WSJ, NYT, Bloomberg, AP, and Reuters.
- Launched new products for global giants like Aegis and Herman Miller that resulted in positive news stories in target publications.
- Developed positioning and messaging for startups that directly led to positive business outcomes, such as acquisitions and major new customers.
- Served as a spokesperson on behalf of client companies, penned bylines for executives, and developed keynotes that earned overwhelmingly positive remarks.
- Produced presentations, white papers, webinars, blog posts and other content that generated demand for products.
- Managed online acquisition including search, display, affiliates, social and referrals for clients. Increased customer volume within cost and LTV targets.