

(Michael) Keith Parnell
mkp@keithparnell.com
614 Georgia Avenue, Norfolk, VA 23508
(757) 715-3595

EXECUTIVE SUMMARY

Having served in leadership roles for over 20 years, I am a self-motivated leader in company operations and all aspects of the business vision. I have in-depth experience in developing strategies for clients and scoping projects in sales, marketing, advertising, and information technology. I am a successful leader in growth strategy engagements, brand strategies, marketing/advertising initiatives, and communications efforts. I have strong and proven experience and skill in business level strategies and brand reflection with a positive attitude, exceptional drive, a success focus, and am able seamlessly to align with the core values of the organization.

RELATED AREAS OF EXPERTISE

- Developing budgets for marketing, advertising, and communications initiatives
- Developing and managing marketing plans and strategies, and overseeing team implementation
- Planning and managing advertising campaigns with the creative and tech teams with implementation across a variety of industries
- Developing and overseeing implementation of local and national public relations, media relations, communications programs, and community events
- Guiding the design, development, and maintenance of websites with the purpose of brand identity/exposure, lead generation, and communications tool
- Leading the development of social media marketing campaigns guided by market research and driven by smart technology
- Leading market research for service and product launches, marketing, and brand initiatives
- Directing sales and business development strategy and implementation
- Leading the analysis of specific marketing activities that exposes the dynamic brand components of the organization
- Working directly as a peer with the President, Vice President, C-level Officers, and business owner clients
- Leading the analysis of information, researching data, and communicating succinctly and intelligently
- Crafting successful solutions and garnering commitment for ongoing strategies
- Leading the development of strategic planning and direction, including successfully managing a complex book of business
- Leading internal teams of all disciplines including, but not limited to, creative, finance, marketing, project management, and technology
- Through daily leadership, having strong analytical and interpersonal skills with proven ability to influence and negotiate complex situations

BIOGRAPHY

(Michael) Keith Parnell has been the Chief Executive Officer of JASE Group LLC, an innovative Creative Advertising & Public Relations Agency, since he founded the company in 1997. Keith is the Virginia Governor's Appointed Commissioner representing the City of Norfolk to the Transportation District Commission of Hampton Roads (Hampton Roads Transit's Governing Board), is President and serves on the Board of Managers of the Cosmopolitan Club of Norfolk, and serves on the Board of Directors of Transit Management Company. In the past, Keith served

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on the Board of Directors of Hampton Roads Public Transportation Alliance, as Chief Information Officer for Stratum Marketing, as Manager of Software & Data Services for FSAP, and as Deputy Chief Technology Officer for The AUTOMARK Group.

Keith studied at Christopher Newport University and Kansas State University. He is a member of the Norfolk Cosmopolitan Club, Virginia Opera Guild, Hampton Roads Public Transportation Alliance, Entrepreneurs Forum of Hampton Roads, Hampton Roads Internet Marketing & Technology Group, Hampton Roads for Rail, and Virginians for High Speed Rail. Keith is married to Nicole, has two daughters, one son-in-law, and two granddaughters. He enjoys golf, baseball, and football. Keith lives in Norfolk, VA.

EMPLOYMENT HISTORY

Chief Executive Officer / Strategy Chief (Founder / Owner)
JASE Group, LLC, Norfolk, VA
1997 - 2018 (successfully sold company to a larger firm)

Chief Information Officer / Chief Technology Officer
Stratum Marketing, Norfolk, VA

Director, Software & Data Engineering
Foundation to Support Animal Protection, Norfolk, VA

Deputy Chief Technology Officer / Software Applications Manager
The AUTOMARK Group, LLC, Virginia Beach, VA

DIGITAL FOOTPRINT

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