



# KEITH PARNELL

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parnellk63 

keithparnell.com 



## LEADERSHIP

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



## STUDIES

**Master of Software Engineering | Kansas State University**

**Bachelor of Science in Information Science | Christopher Newport College**



## EXPERIENCE

**Digital Strategist, Brand Consultant, Technology Visionary, Public Speaker**

**KP Strategies, Norfolk, VA**

**Chief Executive Officer / Strategy Chief (founder/owner)**

**JASE Group, LLC, Norfolk, VA**

The company was sold after successfully growing to a level which was attractive to a larger firm.



## SKILLS

- Business / Strategy / Leadership
- Marketing / Advertising / Communications
- Technology / Software
- Public Speaking / Training

More details at [keithparnell.com/about](http://keithparnell.com/about)



## BOARDS, COMMUNITY & FAMILY

- Transportation District Commission of Hampton Roads, Virginia Governor's Appointed Commissioner
- Cosmopolitan Club of Norfolk, President
- Transit Management Company, Board Director
- Proud Husband, Dad, and Poppie



## RELATED AREAS OF EXPERTISE

### Business / Strategy / Leadership

- 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
- Directing sales and business development strategy and implementation
- 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

### Marketing / Advertising / Communications

- Developing budgets for marketing, advertising, and communications initiatives
- Leading market intelligence initiatives through identification, outline, research, and analysis
- 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
- Leading the analysis of specific marketing activities that exposes the dynamic brand components of the organization

### Technology / Software

- Leading business solution design through a broad understanding of software and data capabilities
- Understanding business needs and able to design software solutions to meet client goals
- Leading teams of developers through a high-level understanding of various software stacks and relational database management systems
- Advising on and crafting business solutions with an extensive understanding of today's technologies & tools and their capabilities