KEVIN BOUHOT

**CONSUMER-CENTRIC + MARKETING MANAGER + Innovator + Cross-Functional Leader**

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**Brand Marketer with 8+ years of CPG and agency experience, dedicated to using consumer insights and analytics to identify and solve brand opportunities. Areas of strength include taking products from concept to launch and building integrated advertising campaigns.**

* Diversified background across marketing strategy, media planning, entrepreneurial ventures, and account management
* Experience collaborating with senior leadership, consumer insights, R&D, operations, and creative teams to unveil new products
* Proven ability developing brand marketing objectives to create memorable experiences that elevate brands and engage consumers

# SPECIFIC EXPERTISE

Product Development **+** Category Management **+** Digital Marketing **+** Brand Marketing **+** Marketing Mix Optimization **+** Business Development **+** Cross-Functional Collaboration **+** P&L Management **+** Data Analysis **+** Decision Making **+** Relationship Building **+** Project Management **+** Vendor Management **+** Media Planning **+** Strategic Thinking **+** Market Analysis **+** Entrepreneurship

# PROFESSIONAL EXPERIENCE

**Associate Brand Manager** | **Darden Restaurants** | Orlando, FL 2018 – 2020

**Digital Communications** | 2019 – 2020

Managed external agencies and oversaw LongHorn Steakhouse’s digital consumer experiences across organic and paid media channels

* Led the execution of promotional e-gift card campaign targeting loyal consumers that drove +$400K of top-line revenue per week
* Partnered with internal SEO team and SEM agency to roll-out automated paid search campaign that generated a 90% ROI increase
* Delivered $500K fully integrated go-to-market strategy that highlighted the brand’s quality story; brought to life by a dedicated landing page, eCommerce store, email, mobile app push notifications, earned PR, Social, and Paid Search

**Menu Strategy & Innovation** |2018 – 2019

Developed and oversaw short and long-term core menu and alcohol/beverage marketing plans for 500+ U.S. based LongHorn Steakhouse restaurants, including new product development, creative optimizations, promotional strategies, and product life cycle management

* Identified category gap and aligned with cross-functional team to develop and launch a margarita, which grew alcohol sales by 3%
* Led the testing and development of a new menu that improved consumer brand perception and likelihood to revisit by over 20%
* Oversaw $5M quality project which satisfied consumer needs through product renovations, innovations, and SKU rationalizations

**Global Assistant Brand Manager – Brand Development** | **Newell Brands** | South Deerfield, MA 2017 – 2018

Leveraged consumer insights and marketplace trends to build innovation road map and position WoodWick as a premium multi-sensory brand through new product development, cross-channel marketing programs, brand architecture optimizations, and retail experience enhancements

* Partnered with global trade and activation teams to create cohesive selling story that led to $8M international brand expansion
* Leveraged qualitative and quantitative research to propose and manage 5 consumer-driven innovation projects through Newell Brands’ stage-gate alignment process (Concept/Charter, Contract, and Launch); total gross revenue of $11.4M
* Developed fragrance lineup, pricing and promotion strategy, and led customer-driven packaging refresh project for WoodWick’s $10M introduction into all Walmart locations

**Media Planner** | **Ogilvy CommonHealth** | New York, NY 2013 – 2016

Researched, developed, presented, and maintained annual integrated marketing plans that increased awareness of client’s products

* Optimized $8M media budget by negotiating ~15% in annual cost savings for GlaxoSmithKline
* Performed consumer and marketplace analysis to execute a city takeover campaign that included OOH and digital media placements
* Reduced time spent on reporting and analysis by 2 weeks by leveraging Microsoft Office Excel skills to guide data-driven decisions

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**Marketing Coordinator**| **201 Marketing & Media** | Oradell, NJ 2010 – 2013

Provided a range of services, including marketing strategy analysis and business development for small to medium sized clients

* Created personalized marketing communications to improve CRM effectiveness for local restaurant client by ~50%
* Leveraged fluency in Spanish to pitch and increase number of new clients by ~10%
* Built survey to identify opportunities and recommended enhancements for urgent care franchisee

# EDUCATION

**Master of Business Administration (MBA)|** University of Massachusetts **| Amherst, MA (2019)**

**Master of International Business (MIB) |** Florida International University **| Miami, FL**

**Bachelor of Science (BS) Marketing |** Montclair State University **| Montclair, NJ**