

# KEITH KUDER

## OBJECTIVE

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Extremely competent senior level marketing and technology sales consultant with years of successful business writing, some marketing, sales management, call center training, and telecommunications experience; with the ability to make things work, troubleshoot problem areas and implement positive change for maximum results. Excellent team builder and leader. Possess excellent written and oral communications skills. Knowledge Management and Business Process experience.

## EXPERIENCE

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2007–Current

*Network VAR IT Consultant/ Sales Rep.*

NLE  
Orem, UT

- Account Management via on-site meetings, online WebEx meetings, phone, and email.
- Directed sales, marketing and business development efforts, targeting C-level executives of large retail companies in the US and Canada. Devised and implemented plans for customer relationship management, market penetration and sales development. Liaised with product management and sales engineering on software development and service offerings. Created, reviewed and approved marketing collateral and ads. Initiated and managed involvement in industry trade shows. Created and utilized a library of sales presentations and product demonstrations.

2006–2007

*Business Ender User Care*

Convergys Inc.  
Orem, UT

- Account Management for Western United States Customers
- Assistant Trainer for Cingular/New AT&T project
- Assistant with Human Resources recruiting Events
- Escalated Conflict Resolutions Rep.

2004–2006

*Member Support*

The Generations Network, Inc.  
Orem, UT

- Ranked among Top ten Agents of saving revenue for Ancestry.com
- Tripled Sales for MyFamily.com websites without commission
- Implemented training course for new recruits — speeding profitability
- Implemented and Expanded a Department for Inbound MyFamily.com website Support from 5 to 75

## EDUCATION

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2001-2002      DeVry University      West Hills, UT  
■ Communications Technology/Technician Major.

2002      North Hollywood High      North Hollywood, CA

## INTERESTS

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Hosting Party's for College Students in Utah, Utah Politics, Federal Politics, Racing, Marketing, Computers

## SUMMARY OF SOFTWARE

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Microsoft office • MS Outlook • MS Project • Symon Workforce Management • QuickBooks • Excel • NICE • ACT • Microsoft Vista/XP • Microsoft Office • Adobe Acrobat Professional • Flash • Illustrator • Photoshop • HTML • Java • PHP • All PC-based servers and desktops including Dell, HP, Sun and IBM.

# KEITH KUDER

## MARKETING RESUME

### OBJECTIVE

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Extremely competent senior level marketing consultant with years of successful business writing, sales management, and telecommunications experience; with the ability to make things work, troubleshoot problem areas and implement positive change for maximum results. Excellent team builder and leader. Possess excellent written and oral communications skills. Knowledge Management and Business Process experience.

### EXPERIENCE

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2003–Current

Crown Marketing  
Provo, UT

#### *Marketing Director*

- Account Management via phone, email or chat.
- Implemented marketing tools for mass advertising.
- Managed video commercials and flyers ad's.
- Have done over 345 events with thousands in attendance.
- Gained Support from Provo City Mayor for a Non-Alcoholic Dance Club with a operating license.
- Concerts for David Archuleta, Three6 Mafia, 2<sup>nd</sup> Generation Osmond's, and others.
- Was responsible for Marketing for Jason Chaffetz for US Congress in Orem.

2006–Current

25 Hour Entertainment  
Provo, UT

#### *Event Promoter*

- Account Management for Sponsors
- Trained others to advertise in Utah County.
- Managed video commercials and flyers ad's.
- Have done over 45 events with thousands in attendance.

2001–2005

Utah Parties.com  
Orem, UT

#### *Event Promoter*

- Managed marketing for throughout Utah.
- Tripled Sales event sizes at large college arenas
- Implemented new techniques for advertising online.
- Gained Support from Provo Mayor Lewis K. Billings for events.
- Have done over 60 events with thousands in attendance.