

Myles H. Pennington II

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Profile: Skilled marketing specialist with comprehensive experience in channel development and management; including staffing, branding, strategic planning, program implementation and analysis and market penetration. Excellent interpersonal skills contribute to strong leadership capabilities. Proficient in managing project details, multi-tasking and completing projects within time and budget constraints. Comfortable presenting to the highest of organization roles.

Education: Baylor University, Waco, TX – MBA - Cyber Security Concentration May 2020
University of North Texas, Denton, TX – BBA Degree: Marketing August 1993

Technical Skills:

| Software | | Platforms/languages | |
|-----------------|-------------------------|---------------------|------------|
| Adobe Photoshop | After Effects | Classic ASP | SQL |
| InDesign | Audition | ASP.net | LINQ |
| Illustrator | Microsoft Visual Studio | VB | HTML |
| Premier | Microsoft Office Suite | C# | CSS |
| | | | JavaScript |

Management Skills:

- Proven ability to lead a team in high-demand situations, delegating tasks or responsibilities
- De-escalating style of conflict resolution; able to stay calm in high-stress situations
- Self-starter, excellent planning skills with the ability to analyze situations accurately and effectively
- Skilled at evaluating performance, programs, processes, or events
- Goal-oriented and results-driven with a proven track record of success

Experience: Trinity Valley Community College, Athens, TX 1/09-Current
Director Media Support Services

- Lead a team to support:
 - Web applications
 - Classroom technology
 - Web, video and digital signage communication
 - Webcasting of major events
- Work closely with key stakeholders and internal clients to develop vision and strategy for communication needs.
- Founded and chair Website Steering Committee, enlisting key stakeholders in setting primary website strategy and goals
- Direct and manage all live and on-demand video operations
- Drive website accessibility initiative to improve compliance with WCAG 2.1 standards.
 - Train department content managers on compliance
 - Developed dynamic filter on page-render to “clean” non-compliant content
 - Maintain greater than 95% compliance. Industry benchmark is 76%
- Manage creation and maintenance of web applications for business and communication needs
 - Govern information security procedures to comply with FERPA rules
 - Set internal security coding standards
 - Manage and set SEO standards and practices
- Oversee a team of technicians that build and maintain more than 140 smart rooms across 6 campuses
 - Work closely with Office of Academic Instruction to assess student engagement needs
 - Research, recommend and deploy interactive technology in a rapidly changing environment
- Direct a team of 9 to create elite-quality live streams of various college and sports events

Web Developer

- Responsible for creative and technical development of web and multimedia communications
 - Website
 - Web streaming events
 - Digital marquee
 - Digital signage on multiple campuses
- Developed a website content management system for the college before that idea was mainstream
- Started a 9-man team to live-stream various college and sports events
- Established a consistent brand for the college through the website, streaming events, marquee and various print projects
- Established creative and technical platform for digital signage for the college's six campuses

Homemade Gourmet, Canton, TX Director Sales and Marketing

6/04-1/06

Lead marketing department to create and manage strategic marketing plans to achieve record sales and recruiting levels in a party-plan direct sales environment.

- Directed planning and execution of regional and national events
- Managed market channel development activity that achieved 28% quarterly growth in sales and a record 51% quarterly growth in recruiting over the previous year
- Hired and directed activities of marketing staff
- Drove internal and external communication activities including print, web, and electronic media

Thermax Cleaning Systems, Reno, NV Director of Sales Promotion

10/99-7/00

- Direct report to the company president to develop and implement a strategic marketing plan
- Reversed declining trend of 13% from previous year to 10% overall increase in sales – net 23% increase
- Oversaw all channel operational functions: marketing communications, meeting planning, incentive contests and recognition programs
- Created and implemented training program for dealer network

Spencer Marketing, Irving, TX Marketing Consultant

6/99-Current

Provide expert consulting in branding for various start-up and well-established companies, specializing in the creation and coordination of marketing communications. See [my portfolio](#) for details.

Saladmaster Corporate Office, Arlington, TX Sales Promotion Manager

10/93-10/99

Spearheaded the promotion and implementation of strategic marketing plans through dealer conferences and international conventions, incentives, channel recognition, and marketing communications.

- Developed departmental information system for sales and contest tracking.
- Supervised the creation and management of internet and extranet websites.

Regional Marketing Coordinator

Assisted in running a 17-state region with over 170 dealers. Supported sales and marketing efforts of the Regional Sales Director to create the most successful region in the company. Assisted in the planning and execution of sales rallies. Responsible for creating and coordinating a wide range of marketing communications.

- Managed incentive contests and recognition programs for regional dealers.
- Created information system to track sales performance and contest analysis.
- Published weekly contest standings to motivate dealers.
- Created and published regional company magazine, product brochures and lead generation/selling tools.

Technical Skills:

Software

InDesign

Premier

Adobe Photoshop

Illustrator

After Effects

Audition
Microsoft Visual Studio
Microsoft Office Suite

Platforms/languages

Classic ASP
ASP.net
VB
C#

SQL
LINQ
HTML
CSS
JavaScript

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