

Jackson Kennard

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OBJECTIVE

To manage the web design and inbound internet marketing program in the travel industry. For the last 19 years, I've been working with inbound and outbound marketing, with an emphasis on creating relationships.

EXPERIENCE

Williamsburg Travel Leaders Marietta, Georgia January 2000 - Present
Web Designer & Sales Coordinator

Inbound: The main goal of our website is to connect our business travelers with our leisure agents. Even set up social media to having professional presents and not so much about sale promotions.

Outbound: Hired to make outbound calls. Designed the company's first prospecting database in FileMaker Pro and manage Salesforce with over 5000 prospects and 4 users.

Web Design Started off by using Home Site, Macromedia, and Adobe products like Fireworks, Photoshop, and Dreamweaver. The website became so large, started using some simple PHP to manage updates, and then by 2007 or 2008 WordPress was the content management system of choice.

- Vacation / Leisure site [Cruise and Vacation Experts](#)
- Business site Williamsburg Travel Leaders

Email Management & Marketing In 2001 started creating the HTML emails by hand and the email list went from 0 to over 10,000 in a 7 year time period. This was done organically without any special inducements or gifts. When moving to Mailchimp the list was able to weed out nonresponsive emails and the open rate went to well over 23%.

CRM System Management Started the company's first software application for managing contacts and leads with File Maker Pro, then ACT, and finally Salesforce. Without buying any leads I was able to isolate companies that had high sales volume, the right number of employees, and a reason to travel. In less than 6 years there were over 5,000 leads in the Southeast and 4 other employees using the database.

Travel Source Atlanta, Georgia March 1999 - November 1999
Inside Sales

Created my own phone program including an introduction, why the call, benefits, features, and a call to action. Within six months increased the client base by 6%.

The Travel Source was bought out by
Williamsburg Travel.

EDUCATION

Oglethorpe University Atlanta, Georgia February
2000 *Internet WebMaster*,

SKILLS

HTML, CSS, WordPress, SEO, Schema, Yoast SEO, MailChimp Email Marketing, Adobe Lightroom

Certifications in:

- Barbados Elite Club, Mexico Travel Expert
- Basic & Advanced CSS, Search Engine Marketing, WordPress SEO Basics, and more

CURRENT CLASSES

It's always important to stay up on new technology and demands.

~ Google Analytics Reports

~ Woocommerce a WordPress eCommerce app

INTERESTS

I have a passion for travel, photography, coffee, and sailing.

AFFILIATIONS

~ TIAG Travel Industry Association of Georgia on the Board Atlanta

~ WordPress Users Group Originator Admin (*One of the Worlds largest WordPress Meetups*)

References are available upon request.