

# Kevin Morgan

Marketing and communications professional with a strong track record of growing technology products. Customer advocate who thrives on turning insights into innovative products. Strong communicator with deep experience articulating complex technical concepts to technical and non-t

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San Francisco, CA

## EXPERIENCE

### Independent Marketing & Communications Strategy

**KEVIN MORGAN + CO.** Jan 2017 - Present

- Helped a fintech company shift from "grow at all costs" to a more sustainable growth strategy. Improved valuation and cash position, reduced acquisition costs, and opened new growth channels.
- Updated a technology company's positioning and messaging. Earned coverage in target publications and generated a large increase in demand.
- Conducted user experience research for a CPG startup. Insights led to an updated unboxing experience that improved satisfaction, increased repeat purchases and improved economics. See less

### VP Marketing

**ZestFinance** Jan 2015 - Dec 2016

- Led product marketing and go-to-market on a spin-off product targeting a \$1 billion opportunity. Researched target customers, created a brand, crafted positioning & messaging, and led website design. Hit perception, satisfaction, and conversion targets.
- Crafted a vision & plan for a new product that aligned the team on strategy, increased morale, and improved productivity.
- Negotiated deals with partners that allowed for rapid expansion with controlled CAC.
- Repositioned the company as a technology platform, opening conversations with major partners.

### Corporate Marketing Director

**Demand Media** Jul 2010 - Feb 2012

- Led a team that created websites, content, and presentations that increased awareness and interest in the company's advertising, content, and social media products.

## SKILLS

Growth  
Consumer Insights  
User Research  
Marketing Strategy  
Product Development  
Product Marketing  
Digital Marketing  
Communications  
Marketing

## EDUCATION

### MBA

**University of California, Los Angeles**

Marketing

### BA

**University of San Francisco**

Marketing

## **Independent PR & Marketing Consultant**

**Good PR** Feb 2000 - Jun 2010

- Earned the trust of founders, CEOs, and leadership teams as a PR and marketing advisor to clients ranging from startups to Fortune 500 companies.
- Earned positive coverage for clients in major publications including WSJ, NYT, Bloomberg, AP, and Reuters.
- Launched new products for global giants like Aegis and Herman Miller that resulted in positive news stories in target publications.
- Developed positioning and messaging for startups that directly led to positive business outcomes, such as acquisitions and major new customers.
- Served as a spokesperson on behalf of client companies, penned bylines for executives, and developed keynotes that earned overwhelmingly positive remarks.
- Produced presentations, white papers, webinars, blog posts and other content that generated demand for products.
- Managed online acquisition including search, display, affiliates, social and referrals for clients. Increased customer volume within cost and LTV targets.