

# Ronan Keane

## Marketing Leader

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COMCAST  
BUSINESS

Vonage<sup>®</sup>  
Business

Time  
Warner  
Cable<sup>®</sup>

LinkedIn

*Ronan demonstrates not only mastery for his core role, but also the ability to take on new initiatives that are both difficult and critical to the company's growth. In fact, he introduced his strategy, "From Suspect to Sale – Data and Digital for Targeted Growth" to our client accounts that made great impact to revenue. —Mike Toplisek, COO, Centerfield Media*

FORRESTER  
groundswell

POPULAR  
SCIENCE  
THE FUTURE NOW

*Ronan does an amazing job at including stakeholders within the vetting process and easily gets buy-in with his meticulous planning. That skill often takes years to develop among professionals, but it seemed to come perfectly naturally to him. —Shane McNamara, SVP, Centerfield Media*

Performance-driven marketing leader with extensive experience planning and executing profitable data-driven marketing campaigns for increased revenue and cost efficiencies.

### Accomplishments

- **Designed and executed new demand generation methodology** "From Suspect to Sale – Data and Digital for Targeted Growth" that generated \$1.6M in sales in less than 12 months in 2016.
- **Won Forrester Groundswell Award** for creating and executing SocialPro, a social selling program that generated \$22M in contracted services in 18 months over 2014-2015.
- **Recognized as thought leader by LinkedIn:** Invited to be keynote speaker at 2015 LinkedIn Sales Connect conference with 7,000+ attendees.
- **Created cable provider Email campaigns** with retargeting that generated 1,600 leads and \$2.3M in revenue in 6 months. 78% profit margin in 2016.
- **Achieved monthly goal of \$50k MRR** (monthly recurring revenue) for VoIP provider in less than 9 months in March, 2017.
- **Reduced Google Pay Per Click (PPC) cost per click** by 55% on monthly six-figure monthly spend saving \$140,000 in 6 months 2016-2017.
- **Trained Ivan Nava** social selling techniques who subsequently **won 2016 Stevie Award for Best B2B Sales Rep of the Year**. Ivan attributes his success to my social selling.
- **Increased multiple cable providers' monthly recurring revenues** from between 27% to 49% in 2016 establishing Centerfield as number one revenue share partner 2016-2017.

### Special Skills

- Manage client relationships including: Comcast Business, Verizon Business, TimeWarner Cable (now Spectrum), Vonage Business and Sprint Business.
- Train inside and field sales pros how to effectively use LinkedIn and social selling to generate more closed-won deals.
- Design and implement digital omni-touch nurture campaigns that generate higher sales conversions.
- Contributor to official LinkedIn Sales Blog.
- Execute hands-on search engine optimization (SEO): on-page and link building.
- Google Pay Per Click certified, Yahoo Ambassador and Facebook custom campaign builder.
- Email Marketing + retargeting planning and execution.
- Conduct data analysis and reporting.
- Implement content marketing and social media marketing campaigns.
- Design and building marketing databases.
- Manage marketing automation platforms – Eloqua and Marketo.

### Employment History

- VP of Marketing – Centerfield Media (2016-Present)
- Director of Demand Generation - Vonage Business (2015-2016)
- Senior Marketing Manager - XO Communications, now Verizon (2010-2015)
- Internet Marketing Consultant – ReachLocal (2009-2010)
- Director of Digital Marketing – UpClick Marketing (2007-2009)
- Senior Marketing Manager – Online Resources (2002-2008)
- Held Creative Director and Marketing positions with Popular Science Magazine and advertising agencies from 1996-2002.

### Education and Training

Bachelor of Arts (BA) Field Of Study: Advertising, Dún Laoghaire Institute of Art, Design and Technology, 1993. Google PPC Certified (2010) and Yahoo Ambassador (2012).