

# KEVIN DOLAN

61 Lindbergh Place, Tuckahoe, NY 10707 | 1-914-275-2594

[2kevindolan@gmail.com](mailto:2kevindolan@gmail.com) | [kevindolan.weebly.com](http://kevindolan.weebly.com)

## SUMMARY

Versatile **Marketing Professional** with excellent writing and digital marketing skills. Experienced project manager supporting client websites, social media optimization (SMO) and content management systems (CMS). Expertise in composing, producing and archiving digital assets. Skills include:

- Project Management
- HTML
- Drupal
- Photoshop
- SQL
- WordPress
- Teamsite
- Magnolia

## EXPERIENCE

**JetBlue | Long Island City, NY**

**Marketing Project Manager & Website Manager: August 2018 – October 2019**

- Managed all JetBlue Vacations promotions and cross-channel marketing initiatives through email, social media, website placements, inflight media, and activations.
- Analyzed web data and promotion results to enhance future marketing efforts.
- Supervised our intern's daily tasks and provided opportunities for career growth and development.

**Marketing Intern: June 2017 – August 2018**

- Provided website support and managed all content updates and deployments via Teamsite, a content management system. [www.jetblue.com/vacations](http://www.jetblue.com/vacations)
- Collaborated with internal teams including Brand, Regional Marketing, and Corporate Communication as well as our business partners Bounce Exchange and MullenLowe to improve the JetBlue Vacations website and brand.
- Executed digital promotions, updated landing pages, deployed visual assets, and tested user interface functionality.
- Managed digital placements such as seat-back slide integration on-board 255 aircraft.
- Utilized WorkFront, a workflow management tool, to streamline the web request process for JetBlue Vacations.
- Assisted with special projects such as integrating JetBlue Vacations into the "Fly Me To" series with our NHL partners and serving as an on-the-street ambassador for JetBlue's "Check-In For Good" kiosk promotion.

**The FORT Group | Ridgely Park, NJ**

**Associate Digital Producer: September 2014 – June 2016**

- Project Manager for client websites and social media platforms. Composed content, produced reports, and archived digital assets on central database. Scheduled updates across multiple platforms using Buffer.
- Utilized Facebook Analytics and Twitter Analytics to adjust content/schedules to increase end-user engagement.
- Monitored website traffic, patterns, and trends using Google Analytics.
- Composed meta-tags for client websites to improve Search Engine Optimization (SEO).

## INTERNSHIPS

**PEC Meetings Company | Milwaukee, WI**

**Marketing Intern: January 2014 – May 2014**

- Compose press releases, web content and infographics for a full-service convention planning agency [pecpros.com](http://pecpros.com)

**New York Islanders Hockey Club | National Hockey League | Hempstead, NY**

**Hockey Operations Intern: June 2012 – August 2012**

- Reconciled expense reports, verified contracts/visas, provided general managers with statistical research.

## EDUCATION

**Marquette University | Milwaukee, Wisconsin**

Bachelor of Arts Degree in Corporate Communication, Spring 2014

Minor: Broadcast & Electronic Communications