

WESLEY DOYLE

619.921.6017

designer1@wesleydoyle.com
www.wesleydoyle.com

Buffalo, New York

PROFESSIONAL SUMMARY

Marketing leader with 20+ years of experience transforming brand presence and driving measurable growth. Expertise spans PPC, SEO, content strategy, and multi-channel campaigns that increase engagement and generate qualified leads. Skilled at aligning marketing with sales, optimizing ROI through data-driven decisions, and delivering strategies that elevate brand authority and accelerate revenue.

Skilled in Google Ads, white papers, and multimedia content to establish thought leadership. Strong background in brand development, graphic design, video production, and web optimization to enhance digital presence.

Data-driven approach, leveraging Google Analytics, SEM tools, and CRM platforms to refine targeting and maximize conversions. Experienced in both agency and corporate environments, delivering high-impact marketing solutions on tight deadlines.

Proficient in Adobe Creative Suite, marketing automation, and multi-channel campaign management to drive business growth. Extensive experience with CMS platforms such as Joomla and WordPress for website development and optimization.

EXPERIENCE

2021 - Present | Senior Marketing Manager North America - Kee Safety, Inc., Buffalo, NY

Brought structure, creativity, and measurable ROI to a marketing program that had been largely tactical. Transformed Kee Safety's brand presence and demand generation through a mix of strategy, design, and data-driven execution.

Key Achievements & Responsibilities:

- **Scaled lead generation engine:** Rebuilt Google Ads program, producing a **570% increase in conversions** while reducing cost-per-conversion by nearly 60%. Paid campaigns became the company's #1 driver of qualified leads.
- **Modernized the brand:** Overhauled brochures, catalogs, and trade show collateral into a unified visual identity that reflected Kee Safety's market leadership.
- **Built sales alignment tools:** Created quoting templates, co-branded materials, and CRM-integrated portals that armed the sales team with professional, consistent, and actionable assets.
- **Pioneered interactive marketing:** Designed and launched the **Instant Rooftop Safety Assessment**, a first-of-its-kind online tool that delivered personalized safety reports and converted website visitors into sales-ready leads.
- **Established measurable planning:** Produced annual marketing plans with SWOT analysis, KPIs, and ROI dashboards, aligning leadership priorities with campaigns that produced visible revenue impact.

Through these initiatives, Kee Safety's marketing function evolved from a tactical support role into a strategic growth engine. Campaigns became measurable, branding became unified, and sales teams were equipped with the tools to close more effectively. The result was a marketing program that not only elevated visibility but consistently delivered qualified leads, stronger customer engagement, and a clear return on investment.

2015 - 2021 | Marketing Director - Hocking International Laboratories, San Marcos, CA

Directed all marketing for a global chemical manufacturer, leading initiatives that elevated brand perception and built a stronger digital presence. Balanced hands-on execution with strategic planning, introducing modern marketing practices that improved lead quality, strengthened sales alignment, and expanded the company's visibility across multiple industries.

- **Brand Development & Content Strategy** - Created and implemented company-wide brand guidelines, ensuring consistency across web, print, and video assets. Wrote and edited product content, data sheets, labeling, and presentations to support sales and customer education.
- **Digital Marketing & Lead Generation** - Managed SEO, paid search, and targeted keyword campaigns, leveraging Google Analytics, Google Webmaster Tools, and SEM Rush to drive data-backed marketing decisions.
- **Social Media & Public Relations** - Oversaw social media engagement, press releases, and online reputation management, increasing brand visibility and audience engagement.
- **Marketing Automation & CRM Integration** - Designed and executed email marketing campaigns using MailChimp and Salesforce, while implementing Salesforce Lightning "Web to Lead" software to streamline lead capture and sales funnel efficiency.

Through strategic marketing leadership and data-driven decision-making, I played a pivotal role in elevating Hocking International's brand presence, expanding customer acquisition channels, and improving marketing ROI.

EDUCATION:

Marine Corps University, Quantico (NCO Leadership & Strategy Training)

Bachelor of Fine Art, State University of New York at Buffalo

Apprentice Communications-Computer Systems Operations, 81st Training Group, Keesler AFB, Mississippi