



KENNETH FOURNIER

SR. Marketing Manager

PROFILE

"Good marketing makes the company look smart. Great marketing makes the customer feel smart."
-Joe Chernov

Marketing strategy and content for B2B should be focused on educating our customer so they can use their knowledge to sell to their customers.

Aim to provide value instead of promotion in your content and your audience will always interact with your campaigns.

CONTACT

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HOBBIES

Hockey
Camping
Fishing
Family

WORK EXPERIENCE

Revel Energy | Sr. Marketing Manager

April 2019–Present

Oversee and orchestrate Revel's macro and micro communications, branding, and B2B strategic planning. In 2019, through tracking, marketing contributed to 70% of new bookings. A record for the company.

Skyco Skylights | Sr. Marketing Manager

November 2014–April 2019

Implemented from scratch a grassroots marketing program that competed with large cap competitors. In about 4 years we were able to capture over 40% of Southwestern States market share. Skyco was eventually bought by a major competitor.

WINEEMOTION | Marketing Manager

September 2012–November 2014

Grew market presence in both commercial and residential sectors through content marketing and strategic partnerships.

EDUCATION

Arizona State University - Marketing

2004–2008

SKILLS

