

# Myles H. Pennington II

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**Profile:** Skilled marketing specialist with comprehensive experience in campaign development and management; including staffing, communication, channel motivation, strategic planning, program analysis and market penetration. Talented at recognizing market expansion opportunities. Thorough understanding of social media, print, video, and internet media production from concept to fulfillment. Proficient in managing details, multi-tasking and completing projects within time and budget constraints.

**Experience:** Trinity Valley Community College, Athens, TX 1/15-Current

## **Director Media Support Services**

Lead a team to support communication technology for internal and external communication including mass communication, webcasting of major events, classroom technology support, web applications for communication, and internal digital signage complete with creative content development.

- Manage a team of two media support specialists, one videographer and one application programmer to fulfill technology needs of the college
- Manage a budget of \$116,000 for the Media Support Services department
- Manage the team that implemented rollout and maintenance of 130 smart rooms across 4 campuses
- Provide direction for and manage videographer for key video-on-demand communication
- Manage programmer for web applications supporting custom one and two-way online communications
- Develop and manage content for digital signage throughout the college system
- Develop and manage content for electronic message center (digital marquee)

## **Web Developer**

1/09-1/15

Drive creative and technical development of web and multimedia communications including the institution's website, web streaming events, digital marquee, and digital signage throughout multiple campuses. Support communication needs of various campaigns for events and programs.

- Created attention-grabbing animated messages for the school's digital marquee
- Headed a 9-man team to web stream various college and sports events
- Consulted in design of sound reinforcement systems for various live events
- Oversaw installation (with direct involvement) of \$40,000 sound system for Cardinal Gym resulting in the best sound the venue has ever had
- Established a consistent brand for the college through the website, streaming events, marquee and various print projects
- Developed creative and technical platform for digital signage for the college's four campuses
- Developed full marketing campaigns to promote registration on radio, TV, movie theaters, web and social media – see commercial [here](#)

## **Spencer Marketing, Irving, TX**

6/99-Current

### **Small Business Owner**

Provide expert consulting in branding for various start-up and well-established companies, specializing in the creation and coordination of marketing communications.

#### ***Projects:***

- Developed and implemented a wide range of communication strategies to meet the specific goals of various companies including: Legacy Dental Group, Splash Kingdom, Elliott Law Firm, Citizens National Bank.
- Lead Legacy Dental Group into growth during a time in the marketplace when many dental groups saw decline. Used target marketing with social media and community sponsoring to gain maximum brand exposure.
- Developed websites complete with custom content management systems for organizations such as Rose Capital All Stars, Citizens National Bank, Van ISD and many more.
  - [www.rosecapitalallstars.com](http://www.rosecapitalallstars.com)
  - [www.citizensnational.org](http://www.citizensnational.org)
  - [www.vanschools.org](http://www.vanschools.org)
- Developed and implemented strategic marketing plan for LifeMist Home Products, which included all aspects of business operation from customer service to product fulfillment to information tracking systems and corporate internet/intranet websites.
- Cultivated a sales team for Print Print which produced record sales levels during a period of decline in the market. Directed prepress and support staff.

## **Homemade Gourmet, Canton, TX**

6/04-1/06

### **Director Sales and Marketing**

Led marketing department to develop and put into action strategic and tactical marketing plans to achieve corporate objectives in a fast-paced deadline-oriented environment.

- Hired and directed activities of marketing staff.
- Directed product line development and led brand management.
- Directed market channel development activity that achieved record-setting results.
- Managed internal and external communication activities including print, web, and electronic media.
- Managed all sales promotion programs implemented for push and pull strategies.
- Directed planning and execution of regional and national events.

## **Thermax Cleaning Systems, Reno, NV**

10/99-7/00

### **Director of Sales Promotion**

Worked directly with company president to develop and implement a strategic marketing plan to successfully reverse declining sales and negative morale among the sales force for this manufacturer of specialized, high-quality vacuum cleaners.

- Hired and directed activities of sales and support staff.
- Engineered all channel development functions including marketing communications, meeting planning, incentive contests and recognition programs.

**Saladmaster Corporate Office, Arlington, TX**

11/96-10/99

**Sales Promotion Manager**

Spearheaded the promotion and implementation of strategic marketing plans through dealer conferences and international conventions, incentives, channel recognition, and marketing communications.

- Developed departmental information system for sales and contest tracking.
- Supervised the creation and management of internet and extranet websites.

**Saladmaster Regional Office, Arlington, TX**

10/93-11/96

**Regional Marketing Coordinator**

Assisted in running a 17-state region with over 170 dealers. Supported sales and marketing efforts of the Regional Sales Director to create the most successful region in the company. Assisted in the planning and execution of sales rallies. Responsible for creating and coordinating a wide range of marketing communications.

- Managed incentive contests and recognition programs for regional dealers.
- Created information system to track sales performance and contest analysis.
- Published weekly contest standings to motivate dealers.
- Created and published regional company magazine, product brochures and lead generation/selling tools.
- Oversaw sound reinforcement for regional conventions and meetings.
- Built mobile sound system to use for large regional conventions and meetings.

**Education:** **University of North Texas, Denton, TX**

**Graduated 1993**

**BBA Degree: Marketing**

**Management Skills:**

- Self-starter, excellent planning skills with the ability to analyze situations accurately and effectively
- Proven ability to lead a team in high-demand situations, delegating tasks or responsibilities
- Skilled at evaluating performance, programs, processes, or events
- Goal-oriented and results-driven with a proven track record of success
- Focused, versatile, dependable, multi-task oriented, flexible, positive, emotionally stable, able to adapt effectively to challenging and emergency situations

**Computer Skills:** Expert in Adobe Photoshop, InDesign, Illustrator, Premier, After Effects, Audition, Microsoft Visual Studio, ASP, ASP.net, VB, C#, HTML, CSS, Javascript. Proficient in the Microsoft Office Suite, and all major Windows programs.