

# Jerry Watkins

Paducah, KY 42003  
[execonst@gmail.com](mailto:execonst@gmail.com)  
1-270-349-6459

A seasoned marketing and operational leader with over 15 years in the industry, complemented by a recent focus on technology integration and web product development. Recognized for successfully blending marketing strategies with AI-driven solutions, such as AI-enhanced chatbots. Demonstrated proficiency in team leadership, strategic planning, and digital transformation. Eager to harness this diverse skill set in a remote capacity, emphasizing the creation and optimization of innovative web products.

Here is a video that show cases some of my sales knowledge I made:

Here is a portfolio <https://Watkinsmarketing.com>

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Authorized to work in the US for any employer

## Work Experience

### **Owner**

Watkinsmarketing.com - Paducah, KY  
April 2010 to Present

- Offered strategic marketing advice, focusing on audience targeting.
- Designed SEO-friendly, appealing websites.
- Managed client relationships and project timelines.
- Directed projects aligning with brand guidelines.
- Maintained oversight of Watkinsmarketing.com's automated operations, focusing on enhancing content and expanding reach, while simultaneously dedicating efforts to other professional ventures.

### **Sales Development Representative**

Benzinga - Paducah, KY  
November 2022 to June 2023

- Fostered strong customer relationships.
- Handled inbound and outbound sales with a persuasive approach.
- Tailored subscription packages to individual needs.

### **CEO**

4p arcade - Paducah, KY  
November 2021 to July 2022

- Launched a unique blend of restaurant, arcade, and tech lounge.
- Managed online presence, reaching 458 followers on Facebook.
- Organized varied events for customer engagement.
- Maintained a 4.0 customer review rating.

## **Chief Marketing Officer & Partner**

BIG LEAGUE CONSTRUCTION - The Dalles, OR

May 2018 to December 2022

- Led the creation and execution of marketing strategies, boosting brand visibility.
- Directed a dynamic marketing team, promoting a culture of innovation.
- Revolutionized customer service using advanced AI chatbots.
- Customized chatbots for diverse industries.
- Ensured seamless client platform integrations.
- Collaborated on AI tech updates.
- Pioneered digital marketing initiatives, enhancing lead generation.
- Established key partnerships, solidifying industry leadership.
- Managed substantial marketing budgets for optimal ROI.

## **Project Lead Developer**

Hvacdirect - Paducah, KY

April 2020 to February 2021

- Managed the development of an online HVAC quote platform.
- Improved site functionality with a zip code feature for contractors.
- Led a team of coders, aligning with project objectives.

## **Operations Manager - Preferredcontractor.com**

Preferred Contractor LLC - Mayfield, KY

March 2017 to September 2018

- Implemented online tools to streamline business operations.
- Optimized company processes for improved customer satisfaction.
- Established co-op marketing agreements, expanding business reach.

## **Account Representative**

MRCOOL LLC - Mayfield, KY

September 2015 to September 2018

- Managed dealer accounts, including the Walmart DSV account.
- Fostered client relationships for high customer satisfaction.

## **Sales Consultant**

Ingrams Water & Air - Paducah, KY

July 2015 to February 2017

- Specialized in HVAC equipment sales and consultation.
- Enabled significant savings for customers.

## **Marketing Manager**

Northwest Exteriors - San Diego, CA

August 2012 to July 2014

- Established a new marketing office in San Diego.
- Oversaw hiring, training, and office operations.
- Developed reports and projections for data-driven decisions.

## **Partner**

A Plus Eco Coatings - San Diego, CA

October 2010 to July 2011

## Education

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### **High school**

Columbia High School - White Salmon, WA  
1990 to 1994

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### Skills

- Phone Sales
- Construction Office
- Adobe Creative Cloud
- Office Suite
- CRM
- Chatbot Development
- GPT-4
- Web Design
- Stocks
- Social Media
- PHP
- Web Applications
- Web Product Development
- SaaS Sales
- WordPress
- Content Creation
- Application Development
- HTML5
- Many More

### Links

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[linkedin.com/in/jerry-watkins-28273b27](https://www.linkedin.com/in/jerry-watkins-28273b27)