



Zeke Kemp

EVP Sales and Marketing

CONTACT

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EDUCATION

High School Diploma

Boca Raton Community High School - Boca Raton, FL
May 2016

(Incomplete Degree) in Business Marketing

Palm Beach State College - Boca Raton, FL

SKILLS

- Systems Optimization
- Process Mapping
- Brand Strategy
- Leadership & Company Culture Development
- Communication Pro
- Sales Leadership & Coaching
- ROI-Focused Marketing
- Talent Acquisition & Retention

PROFILE

Driven by the opportunity to lead meaningful growth, I'm eager to join a company positioned for expansion. I bring a proven track record of scaling businesses, solving tough challenges, and delivering results. I'm seeking a role where I can make a real impact, take on big goals, and grow alongside a team committed to building something exceptional.

WORK EXPERIENCE

EVP Sales and Marketing

Apr 2023 - Dec 2024

Dr. Fin AC & Plumbing | Mako Appliances - Pompano Beach, FL

- Direct dynamic sales and marketing strategies for two companies, driving revenue and elevating brand visibility.
- Lead sales team to secure key deals and coach on effective closing techniques.
- Engineer innovative marketing campaigns to boost brand recognition and online presence.
- Develop and execute strategic plans to accelerate company growth and market penetration.
- Implement intuitive KPI dashboards for data-driven decision-making and business control.
- Lead talent acquisition and retention efforts, fostering a culture of growth and development.
- Optimize business processes and workflows for efficiency and scalability.
- Generate significant leads and revenue through targeted initiatives.
- Achieve rapid promotion from Marketing Manager to EVP.

Key Achievements:

- Successfully scaled both companies through innovative sales and marketing strategies.
- Enhance operational efficiency with comprehensive KPI dashboards and streamlined processes.
- Improve employee retention and satisfaction through strategic HR practices.
- Generate substantial revenue growth and lead acquisition.
- Attain rapid career advancement due to proven leadership and results-driven approach.
- Establish robust systems and processes, ensuring smooth and efficient company operations.

Corporate Brand Strategist

Jan 2020 - Apr 2023

NexGen Agency - Deerfield Beach, FL

- Developed and maintain the company's voice and image, ensuring consistent brand messaging.
- Built brand awareness through effective social media management, communications, public relations, and marketing strategies.
- Worked closely with customers to resolve issues and ensure high levels of customer retention.
- Focused on providing exceptional customer service as the primary aspect of daily activities.

Key Achievements:

- Successfully enhanced the company's brand presence across various digital platforms, contributing to increased visibility and engagement.
- Implement customer service strategies that improve customer satisfaction and loyalty.
- Manage and grow the company's social media presence, fostering a strong online community.

CERTIFICATIONS & LICENSES

Jun 2015 - Present

Bradford Union Digital Design Certification

The certification program I completed was designed to provide me with the knowledge and skills needed to assess and learn basic design principles and best practices employed in the graphics, motion, video, and web/content management industry.

Senior Marketing Executive Denva Creative - Boynton Beach, FL

Aug 2019 - Dec 2021

- Led all B2B and B2C marketing strategy, execution, and performance across digital, brand, and growth channels.
- Oversaw content, social media, paid ads, email campaigns, partnerships, and product marketing.
- Built and managed the marketing team, internal systems, and external vendor relationships.
- Integrated AI tools and automation systems to streamline lead generation, customer segmentation, and campaign optimization.

Key Achievements:

- Increased B2B deal volume by approximately 15–18% in the first year. Improved lead response times by over 35% with automated workflows.
- Boosted inbound leads by around 50% through targeted content and ad campaigns.
- Helped support a 25% revenue increase while maintaining lean marketing operations.

Program Specialist Be Strong - Deerfield Beach, FL

Mar 2018 - Aug 2019

- Empowered youth to prevent bullying, social isolation, and suicide by promoting a comprehensive, student-led approach to behavioral change.
- Worked directly with students across more than 35 states, addressing issues such as bullying, isolation, and various traumatic experiences.
- Organized and hosted impactful events, including a live-streamed event from Carnegie Hall that reached a wide student audience.

Key Achievements:

- Successfully implemented programs that ignited positive changes in peer behavior and fostered a supportive community environment.
- Directly supported and mentored students, helping them navigate and overcome challenging personal experiences.
- Executed a high-profile event at Carnegie Hall, expanding the program's reach and impact through live streaming.

Account Executive Intercoastal Group - Orlando, FL

Nov 2017 - Apr 2018

- Spearheaded innovative sales and marketing campaigns for Fortune 500 and 100 companies, driving brand awareness and engagement.
- Delivered top-tier customer service, ensuring high levels of customer satisfaction and retention.
- Thrived in a dynamic, sales-driven environment, earning a promotion within the first two weeks.
- Gained advanced expertise in business-to-business (B2B) sales through comprehensive training and hands-on experience.

Key Achievements:

- Successfully launched and managed high-impact sales initiatives, contributing to revenue growth.
- Recognized for exceptional sales performance, resulting in a promotion within the first two weeks and specialized training in B2B sales strategies.
- Fostered strong client relationships, enhancing customer loyalty and retention rates.

PORTFOLIO & CASE STUDIES

Kemp AI Consulting

Global | Hybrid Business Scaling and AI Company

At Kemp AI Consulting, we launched one of the first **hybrid business scaling and AI consulting firms**, helping startups and established companies grow through sales, marketing, operations, and AI solutions. Guided by a **people-first philosophy**—that when you prioritize people, profit follows—we partnered with clients worldwide, from Miami to Nigeria, to expand operations, increase revenue, and innovate with AI.

- Companies on average saw a 35% increase in client online sales.
- Built operational standards to streamline processes.
- Implemented AI receptionists, chatbots, and assistants.
- Designed data-driven marketing strategies.
- Expanded global operations and profitability.

Joash Cajuste Coaching

South Florida | Personal Training Business

From a brand new business with zero clients, we scaled to **nearly 20 clients and \$7,000+ in monthly revenue in just 90 days**, trending toward six figures annually. **Our Role:**

- Built and implemented a lead generation and conversion system
- Developed a high-ticket sales structure with ongoing sales coaching
- Improved client onboarding and delivery systems for seamless operations
- Enhanced client experience to increase retention and referrals
- Created systems for consistent, scalable growth

Mako Appliances

Central Kentucky | Appliance Retail & Service

This 7-figure appliance business saw a **200%+ increase in lead generation and conversion rates**, and a **customer rating improvement from 3.0 to 4.5 stars in one year**. **Our Role:**

- Implemented business mapping and system optimization for smoother operations
- Designed and deployed sales team coaching and conversion tactics
- Enhanced talent acquisition strategies and employee development programs
- Focused on retention, leadership development, and operational scalability

Denva Creative

Texas | Marketing Agency

We helped this agency **rapidly scale by developing and selling high-ticket marketing packages** nationwide.

Our Role:

- Provided high-performance sales coaching
- Developed unique and valuable offer frameworks
- Improved service delivery systems for growth and consistency