

DONNA KENT

SENIOR MARKETING & SALES EXECUTIVE

✉ dkent@donnakent.com

📞 505-639-3504

🌐 [LinkedIn](#)

📍 Tucson, Arizona



OVERVIEW

Senior sales and marketing executive with extensive experience leading teams to exceed profitability plans, build brand equity, and optimize KPIs. Proven track record of strategic leadership, innovative thinking, and exceptional results.

SKILLS

- Marketing Strategy
- Multichannel Activation
- Reporting and Forecasting
- Effective Leadership
- Branding
- Collateral & Video Development
- Business Acumen

LEADERSHIP & AWARDS

- **Board of Directors Vice Chair**
Synthetic Turf Council
- **Board of Directors**
National Association of Women Business Owners
- **Volunteer of the Year**
Synthetic Turf Council
- **Invited Speaker**
AMI Conference, Barcelona

EDUCATION

BA, English
University of Arizona

EXPERIENCE

The Recreational Group, Mar 2022 - May 2024

Vice President, Marketing (May 2023 – May 2024)

- Reporting to the CMO, planned and executed all B2B and B2C marketing strategies for a midsize portfolio of 12 turf brands positioned as premier providers of artificial turf products and installation services for residential and commercial use.
- Led event strategies to multiply year-over-year lead acquisition and customer engagement through multi-channel campaigns incorporating new displays, video, collateral, and social content.
- Managed extensive catalog of marketing collateral, including the reorganization and redevelopment of assets to improve sales efficiency. Led 3-person team and several external agencies.

Vice President, Franchise Development (Mar 2022 - May 2023)

- Led a highly analytical sales team to exceeded year-over-year revenue by 48% utilizing a sophisticated KPI dashboard and CRM.
- Developed a comprehensive sales playbook that resulted in a record number of franchises sold annually, doubling forecasts.

ForeverLawn, Dec 2006 - Mar 2022

GolfGreens Brand Leader (Sep 2021 - Mar 2022)

- Established sales objectives and profitability plan for business unit. Mobilized and trained sales force at over 60 locations.
- Developed new business by nurturing partnerships with PGA professionals, golf influencers, paid advertising, and SEO.
- Increased revenue through webinars, effective marketing materials, market research data, and KPI optimization.

Marketing Director (Dec 2006 – Aug 2021)

- Led 4 direct reports and several agencies to grow brand equity through an omnichannel marketing strategy including video, web, PR, events, PPC/SEO, social media, email, product placement, partnerships, and more.
- Impacted company growth of small family business to \$50M nationwide dealer network through marketing best practices and award-winning brand development.
- Expanded customer acquisition and brand equity through programs with global partners including DuPont, NASCAR, Magnolia, The Martha Stewart Show, and more.