

# Kevin Vitali

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Portfolio: [KevinVitali.info](http://KevinVitali.info)

## Digital Marketing Manager

Vibrant content creator specializing in social media marketing, campaign management, and lead generation. Adept at crafting compelling brand messaging, engaging audiences through digital storytelling, and maintaining consistent brand voice. Leverages background in photography and real estate to create persuasive, high-quality content and quickly develop rapport with stakeholders.

- **Social Media:** Conceptualizes and executes engaging social media campaigns to maximize visibility and followers; experienced in paid ads, community engagement, and content optimization per platform
- **Content Creation:** Leads content strategy through design and promotion of blogs, social media, email campaigns, videos, web content, and print materials; analyzes key metrics to track campaign effectiveness
- **Brand Management:** Utilizes entrepreneurial mindset to amplify brand narratives and drive business growth; partners with leadership to ensure cohesive materials that are in alignment with strategic goals
- **CRM & Lead Generation:** Proficient in drip campaigns, email marketing, landing pages, SEO, and Facebook advertising; known as in-house expert on digital tools who trains others on implementing best practices

## Core Competencies

Digital Marketing | Content Creation | Social Media Management | Email Campaigns | Customer Targeting  
Brand Messaging & Development | Lead Generation | Digital Storytelling | Photography | Copywriting | CRM  
Analysis & Reporting | Website Management | SEO | Public & Media Relations | Event Planning | Training

Technical proficiencies include Canva, Facebook, Instagram, YouTube, Adobe Photoshop, Lightroom, InDesign, Premiere, Google Analytics/Search Console, Ubersuggest, WordPress, ChatGPT, CapCut

## Experience

**Marketing Manager & Associate Broker** | Real Broker | Boston, MA

Jan 2022-Present

Design and execute targeted marketing strategies that drive lead generation, brand visibility, and sales growth. Leverage exceptional interpersonal skills to bolster client satisfaction and loyalty.

- Create **high quality visual and written content** including photography, video marketing, blog articles, newsletters, and promotional materials to promote listings/services and connect with target audience
- Cultivate and manage **robust social media presence** on Facebook and Instagram, aligning content with brand messaging and audience engagement goals
- Foster **online community engagement** by monitoring social media channels and promptly responding to all comments, mentions, inquiries, and tags
- Utilize **prompt engineering and generative AI models** to streamline communications via marketing schedules, research, and content outlines
- **Revitalized inactive YouTube channel** by creating diverse mix of short and long-form videos including tutorial videos, industry interviews, and opinion-based commentary

**Digital Content Creator & Associate Broker** | EXIT Realty Beatrice Associates | Haverhill, MA Nov 2021-Jan 2022

Developed digital marketing campaigns to generate interest and expand reach. Coordinated content creation strategies across multiple platforms including social media, email marketing, and video.

- Designed and maintained **email campaigns**, closely monitoring performance and refining content to maximize open and click through rates
- Maintained Brivity CRM ensuring accurate/up-to-date customer records; utilized system to streamline communication processes while **leveraging data-driven insights** for strategic audience engagement
- **Strengthened online presence** with targeted social media campaigns (Facebook and Instagram) and dynamic content tailored to market trends
- Expanded **lead generation** through creation of landing pages, Facebook advertising, one-on-one discovery calls, and free guides and reports
- **Pitched and coordinated video sessions** to help market individual agents, increasing exposure of overall franchise through short educational clips
- Authored **newsletters** to showcase company initiatives and partnerships
- Captured **high quality photography** for marketing campaigns and website

**Communications Director & Broker/Owner** | EXIT Group One Real Estate | Tewksbury, MA Jun 2002-Nov 2021

Operated successful real estate brokerage, balancing personal production with communication initiatives and training and mentoring agents.

- Wrote and maintained real estate **blog with 450+ articles** such as *Top 8 Home Design & Decorating Trends* and *The Pros and Cons of Adding Children to My Deed*; honed article creation and SEO skills
- Created **visual marketing plan** to secure home sellers with a 75% success rate; walks seller through each step and addresses various objections; trained agents to use the plan and provided custom template
- **Created call-to-action pieces** including Home Preparation Checklist and Pre-Listing Booklet
- **Produced and published weekly newsletters**, promotional materials, and website updates
- Maintained and organized **extensive photo archive**, ensuring consistent visual branding
- Managed **public relations**, responding to inquiries and coordinating community outreach efforts
- Delivered **regional training sessions** on incorporating digital marketing techniques into real estate practices

**Owner** | Beyond Bagels | North Reading, MA

Dec 1994-Mar 2002

Conceptualized, launched, and operated a successful café overseeing all aspects from design and financing to staffing and day-to-day management of 43 employees.

- Developed **thriving business** operating at \$1.4 million at its peak; managed product mix, brand design, advertising, and marketing efforts
- Fostered **customer loyalty** through positive brand messaging and consistent customer experience

## Additional Career Highlights

**Vitali Photography**, Owner/Photographer, *North Andover, MA*

**Nozick Photography**, Photographer, *Bloomfield, MA*

**Nimslo Corporation**, Photographer, *Thomaston, CT*

## Education & Licensure

**Digital Marketing & E-Commerce Certificate**, *Google (in progress)*

**Prompt Engineering Certificate**, *Vanderbilt University*

**Licensed Commercial Drone Operator**, *provider*

**Photographic Studies**, *Hallmark Institute of Photography*