

# KEN KOGER

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## SUMMARY

Digital Marketing Manager / Director with extensive experience (10+years) in leading strategy and scaling systems using data analytics to drive exceptional results. Proven track record in building high-performing teams and launching successful full-funnel campaigns, integrating AI and automation to enhance marketing workflows. Expertise spans B2B and B2C environments, in startups, agencies, and enterprise, with a focus on driving growth in competitive markets while ensuring compliance and brand integrity.

## WORK EXPERIENCE

### Franklin Energy

**Jun 2022 - May 2025**

*Manager Digital Marketing & Delivery*

*Port Washington, WI*

Developed and implemented integrated digital strategies, analyzed and optimized campaigns, collaborated cross-functionally across departments, provided regular KPI reporting, and developed advanced cost and budgeting models to meet business objectives. Managed a team (5-8) of digital marketing specialists in a fast-paced, high-volume agency environment.

- Led the strategy, execution, and optimization of digital tactics and campaign automation, including email marketing, social media, digital ads, e-commerce, websites, and SMS, resulting in improved engagement and increased customer reach
- Spearheaded the development and execution of integrated digital marketing strategies across agency and enterprise clients, resulting in a 25% increase in overall lead generation within the first year.
- Optimized digital campaigns through A/B testing and analytics, improving conversion rates by 35% within two quarters and reducing cost-per-acquisition by 30% across multiple client accounts.
- Led and mentored a team of 8 digital marketing specialists, fostering a collaborative environment that consistently exceeded client expectations and achieved a 95% client retention rate.
- Developed and managed advanced cost and budgeting models for digital marketing initiatives, ensuring projects were delivered on time and under budget, saving clients an average of 8% annually.
- Managed a portfolio of digital SaaS products and vendor relationships, negotiating contracts and implementing new technologies that improved team efficiency by 20% and enhanced campaign performance.

### AutoPair, Inc.

**Jan 2016 - Dec 2023**

*Founder & Head of Digital Strategy*

*Milwaukee, WI*

Launched and led a technology startup offering a web-app marketplace, SaaS platform, and IoT device for the automotive industry. Oversaw all digital marketing and growth initiatives, including SEO, automation, CRO, analytics, content strategy, and brand development. Directed end-to-end go-to-market execution across B2B and B2C channels, integrating marketing technologies to scale lead generation, optimize performance, and drive engagement across the funnel.

- Built the SaaS product and web platform using Joomla CMS, integrated with Salesforce CRM, and developed custom objects to create a fully functional connected system.
- Implemented marketing automation workflows using Salesforce and lead nurturing journeys, boosting email open rates by 22% and lead-to-demo conversion by 15% in one quarter.
- Created and managed the editorial content calendar for blogs, social, and email, aligned with SEO goals and product timelines; content consistently ranked on page one of Google for high-intent keywords.
- Crafted a brand identity and messaging framework for AutoPair, ensuring consistency across digital touchpoints, including the website, ads, social media, and product UI.
- Developed lead magnets and high-converting landing pages for social and direct response campaigns, expanding brand awareness and accelerating engagement.

### FER Media

**Jul 2019 - Jul 2020**

*Director - Digital Solutions Group*

*Chicago, IL*

Developed and led the launch of a new digital marketing department for an established industry vertical magazine. Created and executed strategic marketing plans for both the FER brand and its clients, driving digital transformation through integrated campaigns. Oversaw all aspects of SEO, SEM, paid media, email marketing, inbound funnels, content creation, and social media strategy. Produced digital content, including webinars and podcasts, to engage audiences and generate leads. Implemented Salesforce CRM and integrated third-party platforms to streamline operations and enhance marketing efficiency.

- Implemented Salesforce CRM and integrated marketing tools (e.g., HubSpot, Mailchimp, Google Tag Manager) to streamline lead tracking and reporting workflows, cutting manual tasks by 50%.
- Launched targeted email campaigns and automated nurture flows that improved email engagement rates by 30% within one quarter and contributed to increased event registrations.
- Led paid media and PPC campaigns across Google Ads and LinkedIn, generating a 25% increase in qualified leads and reducing cost-per-lead by 18%.

### IFS Securities, Ziegler, USBI, JPMorgan Chase, Wachovia, AG Edwards.

**Jul 2005 - Sep 2019**

*VP Senior Investment Advisor / Financial Planner*

*Chicago, IL*

Registered Investment Advisor and Financial Planner serving high-net-worth individuals and business owners with integrated strategies across investments, tax planning, retirement, and business structuring. Oversaw marketing of advisory services through compliant,

digital-first initiatives to attract and retain clients. Combined deep financial analytics with personalized planning to drive year-over-year asset growth and deliver long-term value while maintaining strict regulatory adherence.

- Developed and executed compliant digital marketing campaigns across LinkedIn, email, and other channels, resulting in a 35% increase in qualified leads within six months.
- Implemented marketing automation and CRM integration to streamline client outreach and retention, reducing manual follow-ups and improving response times by 25%.

## EDUCATION

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### Founder Institute

Jan 2019 - Jan 2020

*Certificate, Startup Accelerator*

- **Achievements:** Completed the world's largest seed-stage accelerator program based in Silicon Valley, Excelled in a rigorous weekly series of high-intensity, in-person sprints focused on advancing product development, customer acquisition, market traction, and funding strategies, Engaged in ongoing educational cohorts and courses to continuously refine entrepreneurial skills
- **Coursework:** product development, customer acquisition, market traction, funding strategies

### MIT & Rice University

Jan 2017 - Jan 2019

*Certificate, Entrepreneurship Study*

- **Achievements:** Completed specialized Entrepreneurship Study and in-person curriculum at MIT and Rice University, Gained practical insights into startup development, innovation strategies, and effective business planning
- **Coursework:** entrepreneurship fundamentals, business analytics, intellectual property, business law, marketing

### Ball State University

Aug 1985 - Jun 1990

*BS, Telecommunications / Marketing*

- **Achievements:** Specialized in video and commercial production with a concentration in marketing and advertising, Developed strong skills in media production, storytelling, and marketing strategy, preparing for a career at the intersection of creative content and business growth
- **Coursework:** video and commercial production, marketing, advertising

### U.S. Naval School of Health Sciences

Jan 1987 - Jan 1989

*Hospital Corpsman, Medical Health Science*

- **Achievements:** Graduated top 2% - concentration in medical health science
- **Coursework:** various medical and clinical procedures, combat and field medicine

## CERTIFICATIONS

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- **AI Essentials for Marketers:**05/2025  
LinkedIn

## SKILLS

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- **Digital Marketing:** A/B Testing, Artificial Intelligence for Marketing, Business Development & Sales, Content Development, Content Marketing Strategy, Content Strategy, Conversion Rate Optimization – CRO, Core Web Vitals, Customer Journey, Data Analysis, Data Analytics, Database Marketing, Digital Analytics, Digital Marketing, Digital Strategy, eCommerce, Email Marketing Automation, Funnel Analysis, Funnel Optimization, Growth Driven Design, Integrated Campaigns, Keyword Research, Landing Page Optimization, Link Building, List Segmentation, Marketing Analytics, Marketing Automation Platforms, Marketing Automation Systems, Marketing Funnels, Organic Content, Organic Search, Paid Social, Pay-Per-Click - PPC, Project Management, Search Engine Marketing – SEM, Search Engine Optimization – SEO, Social Listening, Social Media Marketing – SMM, Social Media Strategy, Strategic Marketing & Planning, User Experience, User Interface, Video Marketing, Web Accessibility, web analytics, Web Development, Web & Mobile Development, Web Platforms, Website Architecture, Website Content, website optimization, Web Strategy
- **Software, SaaS, Platforms:** Adobe Creative Suite, Ahrefs, BigCommerce, Brevo, ChatGPT, CMS, CoPilot, cPanel, Drupal, Email Hippo, Facebook Ad Manager, Facebook Ads, Google Ads, Google Analytics, Google Marketing Platform, Google Tag Manager, GTmetrix, Hootsuite, HubSpot, Jira, Joomla, LinkedIn Marketing Solutions, Litmus, Meta Business Suite, Microsoft Advertising, Microsoft Office 365, MouseFlow, Moz, MXToolBox, Powerpoint, Salesforce CRM, Salesforce Marketing Cloud, SEMRush, Sendible, Shopify, SmartSheet, Sprout Social, Webbula, WHM, Wordpress
- **Soft Skills:** Adaptable, Analytical, Collaborative, Communication, Creative, Cross Functional, Detail Oriented, Goal Oriented, Innovative, Leadership & Coaching, Organized, Problem-Solving, Results Driven, Self-Starter, Strategic, Team Leader, Teamwork, Time Management
- **Technology:** AI/ML, CRM Design & Development, iPaaS, SaaS Design
- **Coding Languages:** CSS, HTML, MYSQL, PHP