

# Keith Alex Dickens

## Digital Marketing and IT Professional

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### Professional Summary

I am an experienced designer, technical support specialist, and customer service professional. In addition, my problem solving and content/technical writing skills make me an effective communicator and frontline asset. My inclusive project management style and positive outlook contributes to a fun, effective, and collaborative work environment.

### Skills

Digital & Social Media Marketing	WordPress Designer	
Experienced IT Professional	MS Office Professional	Web & Graphic Design
Content Development & Planning	Adobe CC Professional	Video Production & Editing
Marketing Strategy & Analytics		

### Experience

Black Cauldron Design, LLC Muscatine, Iowa Mar 2023 – Present

*Owner and Designer*

Business Focus: Digital and traditional marketing solutions for the Greater Muscatine area.

Stanley Consultants Muscatine, Iowa Aug 2017 – Jan 2023

*Webmaster and Social Media Specialist*

- Seed-to-ax social media manager, grew SM 500% over 5 years
- Developed more than two dozen SM/email campaigns resulting in six contracts over 5 years
- PM for award-winning website redesign ([www.stanleyconsultants.com](http://www.stanleyconsultants.com)) [award details: [bit.ly/3xJRUV9](https://bit.ly/3xJRUV9)]
- Co-developed corporate marketing and content strategies
- Digital graphic design lead, traditional marketing collateral graphic design team

Muscatine Power and Water Muscatine, Iowa Feb 2012 – Aug 2017

*Web and Social Media Specialist*

- Ground Zero SM program lead, 0 to 5k followers over 6 years, covering 70% of local market
- Project lead for 2x corporate website redesigns, legacy to contemporary responsive design ([www.mpw.org](http://www.mpw.org))
- Co-developed corporate marketing and content strategies
- Digital graphic design lead

Muscatine Power and Water Muscatine, Iowa Sep 2007 – Feb 2012

*Technical Support and Training Specialist*

- Software training developer/trainer, MS Office, cyber security/red flag, lean/continuous improvement
- Assess technical training needs of all departments and executive leadership
- Provide desktop, IT asset management, and document management support, policy/technical writer
- Certified Lean trainer, Document Management team coordinator, CMS/CRM IT Lead
- Graphic design lead

Muscatine Power and Water Muscatine, Iowa Sep 2004 – Sep 2007

*Help Desk Specialist*

- Provided world-class customer service for power, water, and MachLink TV/Internet subscribers
- Up-sell digital services
- Wrote dozens of technical/policy document for internal and external stakeholders

### Education

Muscatine Community College Muscatine, Iowa June 2003

A.A.S. – Computer Science

Muscatine Community College Muscatine, Iowa June 2003

A.A. – English

Muscatine Community College Muscatine, Iowa June 2003

Certification – CISCO Networking

Franklin University Columbus, Ohio Present

Incomplete B.S. – Digital Marketing

### Projects of Note

- MPW Corporate Lean Training 2011
- MPW Interim Website Redesign 2013
- Stanley Consultants Social Media Campaign 2018
- Stanley Consultants Video Campaign 2020

- MPW Full Website Redesign 2015
- MPW MachLink Fiber to Home Campaign 2016

- Stanley Consultants Recruiter Campaign 2021
- Stanley Consultants Full Website Redesign 2022