

# Keith Jessee

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## **Objective**

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I am 10 years into my post-graduation career that has consisted of sales, service, marketing, building, and growth. I hope to take the skills I've built into a new space and continue to grow my career. I am motivated by feeling a sense of accomplishment at the end of a project or completion of tasks. I am open-minded and interested in learning new systems and processes and finding efficiencies in my day-to-day work.

## **Skills and Qualifications**

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- First and foremost an automotive enthusiast
- Completed High-Performance Automotive Technician Program at UNOH
- Experienced with video editing, Facebook Business/Ads Manager
- Proficient in Microsoft Office Suite, Adobe Premiere Pro, Photoshop, and Illustrator
- Experienced with BrightEdge, Google Analytics, Search Console, Custom Web CMS

## **Work Experience**

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### **Holley Performance Products**

#### E-Commerce Specialist II

02/22-Present

- Manage significant product launches and specialized improvement projects
- Responsible for maintaining multiple website domains
- Optimized & migrated acquired sites into Holley's custom CMS
- Migrated company's SEO tools from Brightedge to Moz Pro and STAT
- Manage Asana and Jira as an internal helpdesk to solve website issues
- Collaborate with key stakeholders to ensure website project efficiency
- Give presentations to upper management on large scale projects
- Create plans for improvement on various sections of our websites
- Built/Managed launch of many websites for Holley brands
- Built LSFest.com, ADSshocks.com, StiloHelmets.com, & Flowmastermufflers.com
- Built DetroitSpeed.com, EdgeProducts.com, AEMelectronics.com, & Simpson Websites

### Website Content Specialist + Influencer Relations

01/21-02/22

- Responsible for maintaining multiple website domains
- Migrated existing sites from acquired companies into Holley's custom CMS
- Had a focus in SEO, managed usage of our BrightEdge account
- Created/Edited pages to optimize search ranking and ultimately visits
- Guided Merchandisers on best practices for new products and category taxonomy
- Optimized internal search through cleaning product data and tweaking code with web developer team
- Maintained existing influencer relationships, provided product and gave technical support on an "on-call" type basis

### Social Media Manager

01/18-01/21

- Managed Social Media for Holley's 50+ brands – Facebook, Instagram, Twitter, YouTube, LinkedIn, and TikTok
- Coordinated with Influencers and Media companies to promote Holley products and events
- Consulted with Product Management and Sales Team to decide how/where/which products should be promoted through social media
- Built new relationships with influencers, media, shops, and racers
- Managed an allocated budget within Facebook Ads Manager by creating and reviewing ads
- Created social accounts for new brands to give a good impression of product to potential customers

### Marketing and Public Relations Coordinator

07/16-01/18

- Managed Social Media for Holley's 20+ brands – Facebook, Instagram, Twitter, etc.
- Coordinated with media personnel on editorials and videos, providing products and technical consultation on builds
- Managed sponsorships, contingency, and donations
- Coordinated events and trade shows: Holley LS Fest, SEMA, PRI, MPMC, Autorama, and more
- Built/Designed displays for trade shows and media
- Consulted with product management on new product ideas, names, and design

Technical Service and Sales Representative

12/14 – 07/16

- Assisted customers with technical issues and general product questions
- Continually learned existing and new products from up to 20 brands; accomplished through working with customers and firsthand experience with company training aids
- Completed Tier Three training for Holley EFI
- Traveled to numerous events for direct customer support
- Conducted direct sales on all product lines
- Generated over \$175,000 in direct sales during my first full year in this position
- Further developed effective communication skills with customers by fielding 70+ phone calls per day
- Gained a deeper understanding of our customers' needs and concerns
- Gained stronger understanding of company billing and inventory systems

**Don Hunter Restorations (DCH Inc.)**

10/12 – 12/14

Restoration Technician

- Gained experience with all automotive systems ranging from the 1950's to present day
- Late model drivetrain swaps with LS engines and Ford modular engines
- Experience with sandblasting, rust to repair, paint, and bodywork

**ACDelco/Thread Marketing Group**

8/13 – 8/14

Social Media Representative

- Promoted the presence of ACDelco via social media and car culture events

**Hawthorne Hills Golf Club**

4/13 – 11/13

Greenskeeper/Mechanic

- Repaired and maintained tractors, mowers, and golf carts
- Mowed fairways, greens, and rough
- Raked sandtraps and fertilized grasses

## **Education**

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**University of Northwestern Ohio (UNOH)** 2/13 – 10/14  
Diploma in High Performance Automotive Technology

- Completed eight standard automotive classes
- Completed the following courses in the High Performance Program:
  - Engine Machining
  - Custom Engine Building
  - Fuels (dyno tuning, carbs, EFI)
  - Motorsports Fabrication
  - Welding (TIG and Oxy-Fuel)
  - High Performance Steering and Suspension
  - High Performance Drivelines
  - Accessory Trends
- Staff member for the 2013 Amsoil Engine Masters Challenge; assisted photographers in disassembly of engines to be photographed

**Somerset Community College** 8/11 – 12/12  
Transferred

- Completed 3 semesters of core classes

**Russell County High School** 5/11  
High School Diploma

- Completed several engineering classes
- Producer/Editor of weekly school news show

## **References**

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- Colin Kinser – Holley EFI Product Manager (Co-worker) 270-792-6713
- Don Hunter – Don Hunter Restoration (Former Employer) 877-662-2555
- Randall Lucius – UNOH Instructor 419-230-9557
- Matt Graves – Marketing Manager @ American Powertrain 865-296-1188
- Scott McLaughlin – Holley Senior Director of Sales 270-792-3722