

KEVIN LEBEL

Marketing, Business Development, & Strategy Consultant

843-425-2797

kevinlebel.com

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Mt. Pleasant, South Carolina

SUMMARY

I'm a growth-driven marketing and business development strategist who challenges the status quo to help brands dominate their markets. With over 20 years of experience, I disrupt complacency by crafting bold, innovative digital marketing and brand strategies that break through the noise and create unforgettable customer experiences. Skilled in SEO, content marketing, web development, and MarTech tools, I empower businesses to refine their value propositions, optimize operations, and lead industry transformation. My approach isn't about following best practices—it's about rewriting the playbook to build brand equity, capture new markets, and future-proof businesses in today's fast-paced, hyper-competitive landscape.

EXPERIENCE

Full-time Caregiver / Personal Representative of Estate May 2023 - present

Took an unplanned leave from consulting work to provide full-time care for my father as he attempted to recover from a serious medical condition. Sadly, he passed away in July 2024, and since then, I have been finalizing his estate.

Freelance Consultant

Marketing, Business Development, & Strategy Consulting | Mt. Pleasant, SC | November 2016 - May 2023

Key Responsibilities:

- Partnered with small business owners, founders, and executives to uncover critical business needs, define strategic goals, and develop tailored go-to-market and growth strategies.
- Led all aspects of execution across engagements, including brand positioning, brand strategy, digital marketing, SEO, web design/development, social media, event marketing, and sales enablement.
- Researched market trends, customer behavior, and competitive landscapes to make data-backed recommendations.
- Optimized Marketing Ops. - Improved workflows, reduced friction, & increased visibility, engagement, & conversions.
- Refined messaging to ensure alignment with business strategy and consistency across touchpoints.
- Delivered measurable outcomes for clients across multiple industries, often stepping in as a fractional CMO.

Selected Client Projects - View more at kevinlebel.com

PINNACLE HEALTH GROUP

- Partnered with the VP of Sales to provide outsourced marketing & sales enablement support for five independent pharmacies spanning three distinct brands, ensured all materials were tailored to each brand's unique niche & market positioning.
- Developed targeted, information-rich marketing collateral aligned to different stages of the customer journey, boosting sales team effectiveness, driving patient engagement, & strengthening Pinnacle's market presence.
- Designed and implemented custom digital prescription forms for physicians, simplifying the prescribing process and enhancing sales team outreach and effectiveness.

MAMMA BROWNS BBQ

- Strategically repositioned a legacy BBQ brand amid declining foot traffic into a catering-first business with a refreshed brand identity. Launched an information-rich, catering-focused website designed to drive bookings online, reduce friction, enhance the customer experience, and increase sales.
- Conducted competitive analysis and revamped digital presence (GMB, social media), increasing search visibility by 16%, website visits by 20%, and customer actions by 18% in 6 months. Within 90 days, increased search visibility 16%, customer interactions 18%, and website visits 20%.
- Highlighted the farm-to-table differentiator (house-grown produce) to enhance the brand's value proposition and create a competitive advantage competitors couldn't replicate.

JASON PULLMAN

- Rebranded and redesigned the personal website for nationally recognized radio personality Jason Pullman to modernize his digital presence and better reflect his on-air persona and career ambitions.
- Work contributed to his hiring as morning show host for WUSN (US99), one of the country's top country music stations.

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Head of Business Development & Marketing

Herbal Bliss Beverages | Summerville, SC | April 2015 - November 2016

Premium beverage startup needing rapid distribution and brand awareness.

- Originally hired to drive customer acquisition and revenue growth; promoted to lead company-wide marketing and strategic brand development based on performance.
- Generated 1600% YOY sales growth, securing retail placement in 100+ stores, including Whole Foods & Bi-Lo.
- Developed and executed a comprehensive marketing strategy to reposition Herbal Bliss as a premium natural beverage brand, addressing prior gaps in brand awareness, compliance, and visual identity.
- Overhauled marketing and sales collateral, redesigned the company website (including SEO-rich product pages), and launched e-commerce functionality — resulting in 442% increase in site traffic & 40% reduction in bounce rate.
- Established new distribution channels through partnerships with food brokers and led product placement negotiations with Ingles (~200 stores) and Harris Teeter (~250 stores).
- Navigated multiple growth constraints including lack of marketing investment, poor product labeling, regulatory compliance issues, and expiring inventory — negotiated a bulk sale of expiring stock to discount grocer UGO, to recover inventory costs and minimize loss.

Founder & Marketing Strategist

Palmetto Pits | Mount Pleasant, SC | 2013 - April 2015

Direct-to-consumer grill/smoker manufacturer

- Founded and led a startup producing handcrafted, multi-functional outdoor cookers, managing all aspects of the business including product development, manufacturing, branding, marketing, and sales.
- Drove brand growth through grassroots marketing, digital strategy, live events, and strategic B2B outreach, securing major clients including Land Shark Beer and Volkswagen for promotional partnerships.

Assistant To The Race Director

Cooper River Bridge Run | Charleston, SC | 2004 - 2019

Third-largest 10K in the U.S., attracting 40,000 participants and generating \$18.5M+ in annual economic impact

- Worked with the Race Director to coordinate race operations at the start/finish lines, festival zone, & Kids' Race.
- Ensured VIPs, donors, and stakeholders received a world class experience throughout race week

SKILLS & TOOLS

Marketing & Strategy - Brand Strategy & Development, Go-To-Market Strategy, Distribution Strategy, Competitive Analysis, Campaign Planning, Content Creation, Sales Enablement, SEO, Social Media, Event Marketing, E-Commerce

Business Development - B2B/B2C Sales, Account Mgmt., Lead Generation, New Market Penetration, Client Acquisition

Digital & Technical - Website Design & Development, Mobile Optimization, JavaScript, Node.js, Express.js, React, MongoDB, Mongoose, Google Analytics, Google Tag Manager, Google My Business, Google Search Console, SEO Tools, Canva, Adobe Creative Suite, Content Management Systems (WordPress)

Operations & Leadership - Strategic Planning, Cross-functional Collaboration, Process Improvement, Project Management, Budgeting, Vendor Coordination, Team Leadership, Client Relationship Management

Soft Skills - Creative Problem Solving, Strategic Thinking, Communication, Relationship Building, Negotiation, Persuasion, Adaptability, Innovative, Initiative, Time Management

EDUCATION

Georgia Institute of Technology - 2003

Bachelor of Science in Management w/ High Honor
Certificates in Marketing & Finance

CERTIFICATIONS

Google - Digital Marketing, G4 Analytics, Tag Manager

Hub Spot - Digital Marketing, SEO 1-2, Inbound Marketing, Inbound Optimization, Content Marketing, Social Media 1-2